

MODERN PACKAGING

Pioneering Adaptation
By C. H. Gullion

Whence the Victorious Package
By W. A. Pleuthner

Keeping Up Sales With a Package
By W. R. Patterson

Container Standards—Their Relation
To Packaging Efficiency
By Frank C. Chase



Four Burt Labelers aid Packaging of Sal-Hepatica

The Bristol-Myers Co. of Hillside, N. J., manufacturers of Sal-Hepatica and Ipana tooth paste has found a way to get dependable and continuous labeling at a lower cost—with Burt Automatic Labelers. Not only does this highly efficient machine eliminate congestion during busy seasons, but it dispenses with overtime and extra costs and it

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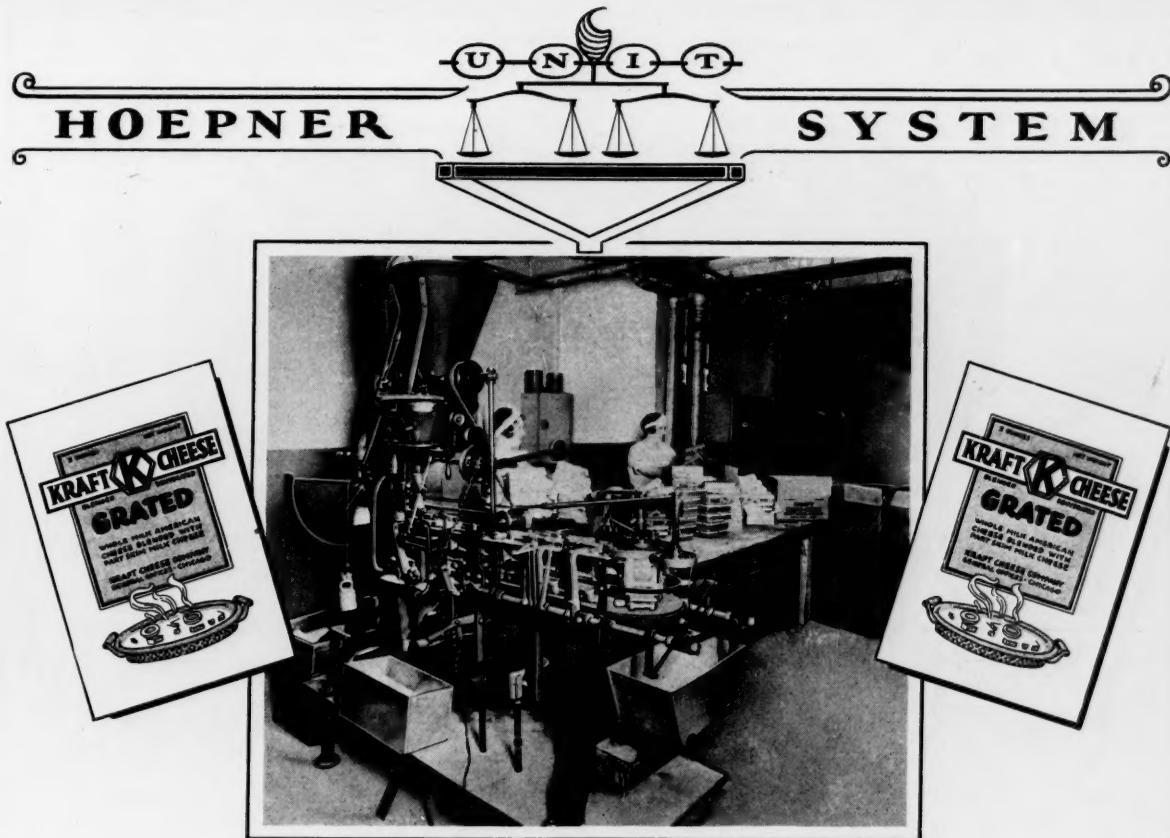
There is a Burt Labeler for any type of round container. Substantial savings are possible in your plant if you are labeling by hand or with an inferior machine. Don't tax your profit column but consult us—will be glad to help.

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LABELERS, INSPECTORS AND CASERS FOR ROUND CONTAINERS



Automatically Packages Anything in Envelopes

It is a distinctive looking package which encloses Kraft Grated Cheese, one of the many products of the Kraft Cheese Company, and it is particularly appropriate that a Hoepner Automatic Filling and Sealing Machine was chosen for the packaging of the 2 oz. of grated cheese in a glassine envelope.

Here is how the Hoepner Machine creates this package. Approximately 1,000 empty envelopes are placed in a magazine, from which they are fed to the Unit Power Scale which automatically inserts the cheese into the package. The flap is then folded and sealed and conveyed to the packing table. This machine fills and seals 50 packages per minute.

This type of Hoepner machine affords extraordinary efficiency and economy for the packaging of all kinds of commodities such as dyes, seeds, food stuffs, etc. in individual package form.

Hoepner builds the most complete line of packaging machinery produced today.

HOEPNER AUTOMATIC MACHINERY CO., Inc.
MANUFACTURERS OF
HIGH GRADE AUTOMATIC WEIGHING AND PACKAGING MACHINERY
 45 Court Street ∴ Buffalo, N. Y.

Vol. 1, No. 4

December, 1927

MODERN PACKAGING

D. E. A. CHARLTON
Editor

CHARLES A. BRESKIN
Business Manager

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Published Monthly by BRESKIN & CHARLTON PUBLISHING CORPORATION
Executive Offices: 11 Park Place, New York, N. Y. Telephone: Barclay 8689

Eastern Representative: Lawrence Ley

Western Office: 538 South Dearborn St., Chicago, Ill. Telephone: Harrison 0988
Subscription prices: Domestic, \$2.00 a year; 3 years, \$5.00; 25 cents a copy; Canada, \$3.00 a year; Foreign,
\$4.00 a year. Make all checks payable to Breskin & Charlton Publishing Corporation. Copyright, 1927.



Dividends say- Investigate National Packaging Machinery

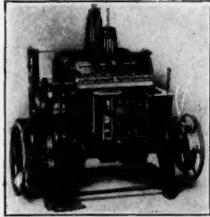
When you must meet competitive prices, and production costs of packaging can be lowered no further by your present methods, investigate National Packaging machinery.

You can maintain your standard of quality and pay dividends out of the savings National Packaging machinery and methods offer.

As proof of this statement we have had an independent engineering firm make a number of investigations of National Packaging machinery installed in a group of varied industries. Real savings were effected, sales were increased, and the machines showed remarkable returns on the investments.

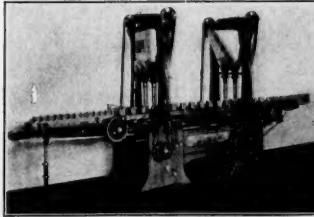
You should be conversant with these facts. May we send details?

Automatic



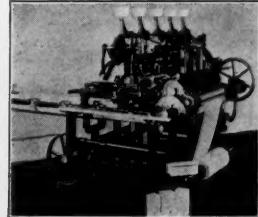
Carton Former

60-per-minute



Gross Weigher

60-per-minute



Wax Wrapper

NATIONAL PACKAGING MACHINERY CO.

Manufacturers

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Have you a stiff neck in your business?

A STIFF neck on the other fellow sometimes looks funny, but never feels funny to the fellow it hurts. Besides, a neck isn't genuinely useful unless it's flexible.

Yet, many plants have a stiff neck in their shipping departments—and how it hurts profits.

Usually this stiff neck is sealing shipping containers by hand, a slow and awkward process at best, a constant annoyance to men and expense to the company. This stiff neck can be made very flexible by stitching the bottoms of shipping containers with the Ideal Stitcher.

THE IDEAL STITCHER has NEVER FAILED to make good as a money, time and labor saver. It is on the job day in and day out without mechanical difficulties, sealing container bottoms with high speed and unfailing accuracy. It is the simplest stitcher made.

You can pack your containers as fast as they are stitched—no lost time in waiting for glue to dry.

The average operator with an IDEAL stitcher will easily wire stitch the bottoms of three containers in less time (and more securely) than it takes to glue and tape one.

A good operator will wire stitch the bottoms of 200 or 300 containers an hour, depending upon the size.

You can speed up shipping, eliminate costly delays, and facilitate the quick filling of orders.



Better write for prices or for our liberal time payment plan while you think of it.

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170 Fifth Ave.
New York City







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*O*ur greatest asset is the good will of our customers and we sincerely value the business you have given us.

May your Christmas be merry and the New Year better and more prosperous than ever before.



KELLER-DORIAN PAPER CO., INC.
One Hundred and Ten Fifth Avenue
New York, N. Y.



Automat is standard wrapping and cartoning equipment in the butter industry—used daily by the country's leading creameries



Two girls do the work of fifteen.

Any Automat machine will quickly pay for itself in the overhead saved to say nothing of the nicer looking packages it produces.

Before the Automat was installed by one of our customers, it required the combined services of thirteen girls and two men to cut and wrap 7,875 pounds daily.

After Automat equipment was installed, a force of four girls and one man cut and wrapped an average daily output of 12,000 pounds daily.

If profit is the single goal of business, the Automat is a short cut to that goal in the creamery industry.

Creamery executives are keen business men. They do not experiment. Show them, and they are quick to adopt faster and better methods. Automat won by merit.

Today millions of pounds of butter are being wrapped and cartoned in the country's leading creameries by Automat equipment.

This work, once done tediously by doubtful human hands, is now being accomplished faster, better and more sanitary than ever before.

If you operate a creamery, and your production slows up in the print room, you will find a solution to your problems in the Automat line. Write us—we have equipment to automatically wrap all sizes and types of butter prints.



The Automat Molding & Folding Company

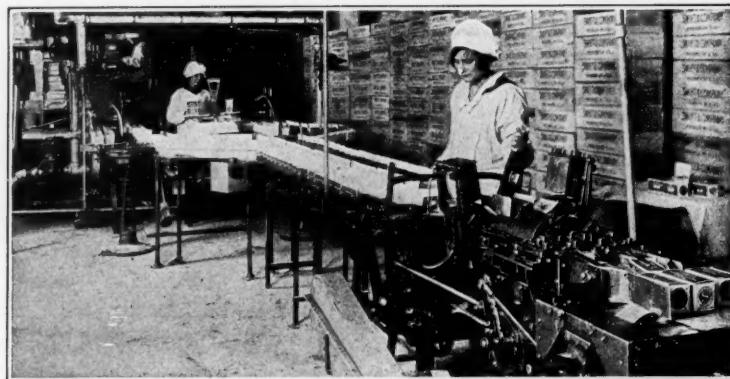
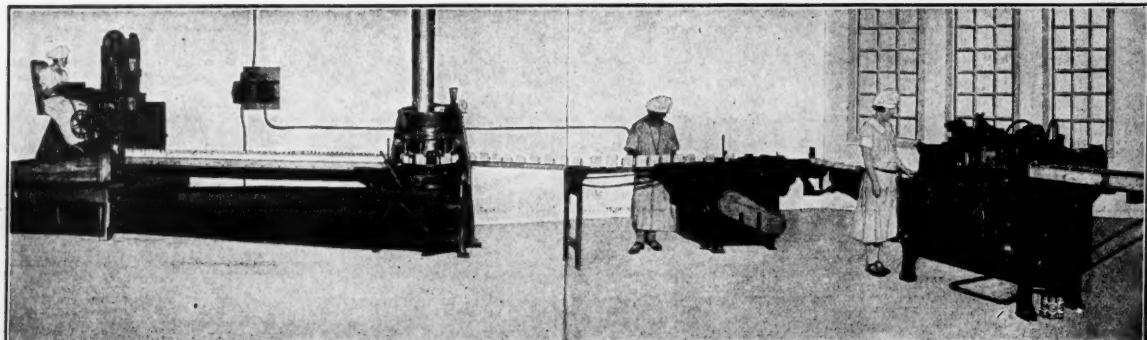
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A Peters Carton Forming and Lining and Folding and Closing Machine installed in the plant of one of the country's leading food packers.

Peters Packaging Machinery

Forming & Lining Machine

The Forming and Lining Machine takes the carton blank and a super-imposed sheet of protective paper suitable for the goods to be packed and simultaneously forms them into an open receptacle, interfolding the lining with the flaps so that they become an integral part of each other, locking the tucking flaps securely into place. This forms a smoothly lined receptacle with projecting edges or folds. The contents are readily inserted without any disarrangement of protective lining.

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The Folding and Closing Machine takes the filled but unclosed package and automatically folds the upstanding portions of the lining and carton so that the contents are completely enveloped by the lining. It then closes the cover and inserts the front flap thus making a rigid and firm package.

The machine is entirely automatic and does not require an operator. An attachment can be furnished to place an advertising slip or other printed matter into the package before the cover is closed down.

*These machines have been installed in the foremost plants in the country and on an average have replaced from five to seven hand operators and effect on each machine an annual saving of approximately \$3500.
For further details and information consult a Peters Engineer—no obligation to you.*



PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO U.S.A.



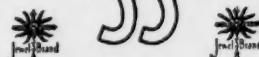


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outside wrapper
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RIEGEL'S
WAXED
GLASSINE



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Made by

The WARREN MANUFACTURING CO.
342 MADISON AVENUE, NEW YORK

1 *It is moistureproof* ★
Cereals and similar food-stuffs will be kept fresh for a longer period of time than is now possible with ordinary wrappers.

2 *It is transparent*
The appearance of your package will be enhanced by the glass-like transparency of the wrapper—The printing on your carton will be easily read.

Made by

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Chicago Office: 1912 Conway Bldg.

(★ At your request we will gladly send you a copy of our Research Laboratory report containing valuable information for any concern marketing a package the contents of which must be protected from atmospheric changes.)



Each a "tight-wrapped" modern package, made possible by Stokes & Smith package machinery. Each one presenting the "display" that sells goods—attracts the eye—stimulates interest—reminds the prospect of a need.

"Tight-wrapped" packages are low in cost; impervious to all deleterious influences; convenient. Increased advertising value is inevitable.

Profits increase with S. & S. "Tight-wrapped" packages because of large distribution, low costs and satisfied customers.

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PACKAGING MACHINERY

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ROAD

Lower Production Costs

The Hecker H-O Company of Buffalo, New York, one of the largest manufacturers of cereals in the country, after careful investigation of the various methods of sealing paper shipping cases, finally installed Standard Sealing Equipment Corporation's automatic units for this purpose. Their reason for so doing was because of the absolute necessity of 100% automatic performance.

Stop and think of the confusion that would occur by even a temporary tie-up of one of these sealing machines. With their enormous production, the accumulation of unsealed boxes even in a short time, would be so great as to be unmanageable and would, therefore, cause a shutdown further back in the line which would mean a serious curtailment of production. Standard Sealers are 100% automatic.

STANDARD SEALING EQUIPMENT CORPORATION

Rawson Street and Queens Blvd., LONG ISLAND CITY, N. Y.
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MAILLER SEARLES, Inc.
135 Fremont St., San Francisco Cal.

JOHN F. WILLARD & SON
306 East 4th St., Los Angeles, Cal.

England:
C. S. Dumont, Windsor House, Victoria Street, London, S. W. 1, England



The accompanying illustration shows three of our sealers in the Hecker H-O Plant.

*Write our
Engineering
Department*

STANDARD
Full Automatic Container Sealers
Increase Plant Profits

ROLL CALL

Monitor Container End Stitchers

MONITOR

Monitor Container End Stitchers have proven their economy wherever adopted. Extravagant claims are not necessary. The list of users below substantiate the one claim we have always laid stress on—that if you use 100 cartons or more per day, the Monitor Container End Stitcher will save you money.

Kelly Co., Cleveland, Ohio....	1	National Sugar Refinery, Yonkers, N. Y.....	1	T. A. Snider Co., All Branches	6
Kenton Baking Powder Co., Cincinnati, Ohio.....	1	Nayer Bros. Boot & Shoe Co., Milwaukee, Wis.....	1	Southwest Cracker Co., Wichita, Kans.	1
Kimball Co., New York, N. Y.	2	The New Delphos Co., Delphos, Ohio	2	Standard Sanitary Mfg. Co., Louisville, Ky.	1
Libby Glass Mfg. Co., Toledo, Ohio	1	New Orleans Coffee Co., New Orleans, La.....	1	Stetson-Ellison Co., Camden, Del.	3
Libby, McNeil & Libby, All Branches	16	Pacific Coast Biscuit Co., All Branches	6	Stewart-Warner Corp., Chicago, Ill.	1
Lindquist Cracker Co., Denver, Colo.	2	Paper Products Co., Baltimore, Md.	1	Stickney & Poor, Boston, Mass.	1
Loose Wiles Biscuit Co., All Branches	15	Paraffine Companies, All Branches	4	Swift & Co., All Branches....	23
Louisiana State Rice Milling Co., Abbeville, La.	1	Peerless Biscuit Co., Pittsburgh, Pa.	1	Thompson Taylor Spice Co., Chicago, Ill.....	1
W. F. McLaughlin Co., Chicago, Ill.	1	Pelican Cracker Co., New Orleans, La.	1	Tri-State Butter Co., Cincinnati, O.	2
Magic Soap Co., Louisville, Ky.	1	Phoenix Knitting Works, Milwaukee, Wis.	1	Tulip Cup Corp., Long Island, N. Y.	3
Mallory Hat Co., Danbury, Conn.	1	Pinkerton Tobacco Co., Toledo, Ohio	5	U. S. Gypsum Co., Gypsum, Ohio	1
Maltoat Co., Racine, Wis....	1	Pittsburgh Plate Glass Co., Newark, N. J.	1	Universal Oats Co., Dixon, Ill.	1
Manchester Biscuit Co., Sioux Falls, S. D.	4	Proctor & Gamble Co., All Branches	33	Vick Chem. Co., Greensboro, N. C.	1
Manischewitz Co., Cincinnati, Ohio	2	Purity Biscuit Co., Salt Lake City, Utah	1	V. Viviano & Bros., St. Louis, Mo.	1
Manufacturers Box Co., Milwaukee, Wis.	4	Pretz Sticks Baking Co., All Branches	2	Vorhies Baking Co., New Orleans, La.	2
Maryland Pharmaceutical Co., Baltimore, Md.	1	Rice Stix Dry Goods Co., St. Louis, Mo.	1	Vreeland Chemical Co., Little Falls, N. J.	1
Merchants Biscuit Co., Denver, Colo.	2	Richmond Baking Co., Richmond, Va.	1	W. & H. Walker, Pittsburgh, Pa.	3
Dr. Miles Medical Co., Elkhart, Ind.	1	Rider Packing Co., All Branches	3	Ware Radio Corp., New York, N. Y.	3
Miller-Parrott Baking Co., Terre Haute, Ind.	1	Runkel Bros., New York, N. Y.	2	White House Biscuit Co., Dubuque, Iowa	1
W. R. Montague, La Crosse, Wis.	1	Runkle Co., Kenton, Ohio....	2	S. F. Whitman & Sons, Philadelphia, Pa.	1
Morgan Packing Co., Austin, Ind.	6	F. Schenck & Sons Co., Wheeling, W. Va.	1	Wilson & Co., All Branches...	4
Wm. J. Murdock, Chelsea, Mass.	1	A. Schoenhet Co., Philadelphia, Pa.	1	Wolverine Shoe & Tanning Co., Rockford, Mich.	1
National Biscuit Co., All Branches	70	Sealright Co., Fulton, N. Y....	2	William Wrigley Jr., Co., Chicago, Ill.	1
National Box & Spec. Co., Sheboygan, Wis.	1	Sherwin-Williams Co., Chicago, Ill.	2	A. Zerega's Sons Co., Brooklyn, N. Y.	2
		Shotwell Mfg. Co., Chicago, Ill.	2	Zerega Company, Chicago, Ill.	1

LATHAM MACHINERY CO.

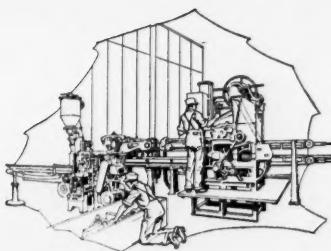
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The Bourse

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331 Atlantic Avenue



Installing ↪ the third step in the Pneumatic Four-Fold Packaging System

AUTOMATIC PACKAGING is the final link in your chain of manufacturing operations. For until the product is in its package, the market and profits must wait.

Your Packaging Department is as important as any other section of the mill. It must handle and weigh the material (solid, liquid or semi-liquid); prepare and fill the cartons, bags, bottles or cans; and seal, weigh, and label them. It must do this rapidly, economically and continuously, if it is to hold to the standard maintained throughout your mills.

It is essential that each machine perform its operations at highest efficiency, and also that it coordinate with all other machines in the system. Your power and floor space are vital factors here because any system, or even a single machine, to operate satisfactorily, *must do so in your mill*—not merely when tested in our factory.

We Install Our Machines

That is why we install our Packaging Machinery for you. Our own trained men, already familiar with your requirements, are sent to your mill and

set up and operate the "Pneumatic" machines there. They remain with them until you are satisfied that the new equipment is functioning properly. They train your own operators to handle these machines. No effort is neglected, no care is too great to insure your satisfaction—and our own.

And service we regard as a duty, and perform it cheerfully. Our organization is prepared to supply new parts without delay, and we can send a man to your plant at any time for this work.

Planning is the First Step

Let us plan with you. Our Engineering Department comprises specialists in automatic packaging for any dry free-flowing material, liquid or semi-liquid. We will gladly visit your plant or correspond with you, whether it be for a simple labeling machine or a complete packaging system. There is no charge for this initial work.

The "Pneumatic" Catalog

The "Pneumatic" Catalog is a 64-page book which you will find interesting, and perhaps helpful. May we send you a copy?



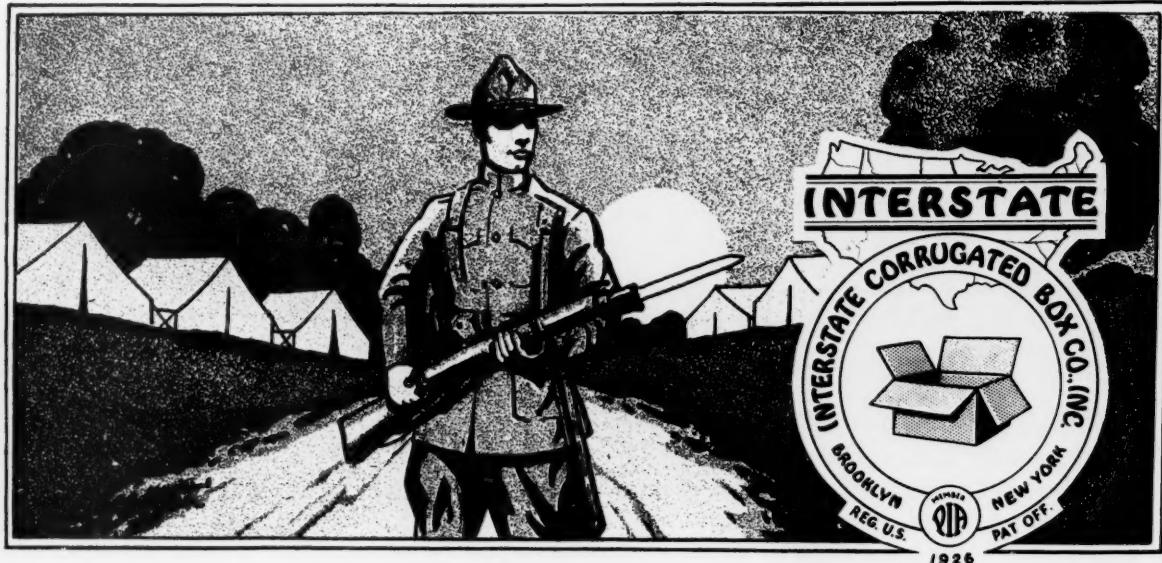
NEW YORK CITY
26 Cortlandt Street

SAN FRANCISCO
320 Market Street

CHICAGO
360 N. Michigan Avenue

LONDON, ENGLAND
MELBOURNE, N.S.W.

PNEUMATIC SCALE CORPORATION, Ltd.
NORFOLK DOWNS, Mass., U. S. A.



PROTECTION

Protection to goods or merchandise in transit may mean much or little—sometimes nothing. Too often it develops into a highly flaunted, yet little practiced claim. Conversely, it may be incorporated into a sales policy as an actual and tangible help.

Goods which are shipped in Interstate boxes are protected in the full sense of the word. The container is always built around the product, it being the work of competent and experienced engineers. Each product is treated as an individual problem, and subjected to a thorough test before being termed the "right answer."

Interstate boxes have those qualities of armored protection and strength to combat the destructive elements which prey on merchandise while in transit. When you pack in an Interstate box you can be sure that your merchandise will arrive at destination in the same condition it left your factory.

Send us a typical shipment of your merchandise and we will have our expert engineers design a container especially for you—a container with all features implying "true protection." This service places you under no obligation.

INTERSTATE CORRUGATED BOX COMPANY, Inc.

Branch
BALTIMORE, MD.

FACTORY AND GENERAL OFFICES
FRONT AND MAIN STREETS
BROOKLYN, NEW YORK

Branch
PHILADELPHIA, PA.

(INTERSTATE CORRUGATED—A BUY-WORD FOR SAFETY IN SHIPPING)



Where Service is hard and there is plenty of it

That's where Johnson Packaging Machinery shows up to the best advantage.

Take our installation at the Hecker H-O Co., Buffalo, N. Y. Six complete packaging units handle a production of from 62 to 82 packages per minute. An unusual record for speed and yet so combined with ease and flexibility as to reduce packaging costs considerably.

Concerns that package their products have learned that they can place their packaging problems unreservedly in the hands of Johnson

Automatic Sealer Company and obtain eminently satisfactory performance and unequalled service.

Johnson engineers, specialists in packaging, in all of its various phases and forms, are ready to service you.

We also manufacture complete packaging units—Gross Weight Scales; Net Weight Scales; Bottom and Top Sealing and Lining Machines (with or without Automatic Carton Feeders); Wax Wrappers and Glassine Wrappers.

JOHNSON AUTOMATIC SEALER CO., Limited
BATTLE CREEK

New York—30 Church Street
Chicago—208 So. La Salle St.

JOHNSON
AUTOMATIC PACKAGING MACHINERY

IS MONEY EVER SPENT FOR ADVERTISING?



PROPOS of the query "Is Money Ever Spent for Advertising?" the story is told of a young but energetic executive who took hold of a fine old manufacturing business.

"What this business needs," he told himself, "is a place in the minds of the public—the buyers."

Deliberately he set out to sacrifice the greater volume of his profits and invest the sacrifice in the building of good will. To this fine old business, advertising was the breath of life. A year had not passed before the business had grown so that the advertising cost was a smaller percentage than it had been and, because of a larger volume of business, the factory effected economies and gave far superior service.

That was several years ago. Today a predetermined percentage is spent every year for advertising but as the business increases the percentage spent for advertising becomes smaller.

To those fine old business houses, to those comparatively new firms, MODERN PACKAGING offers unusual advertising possibilities for increasing the sale of everything concerned with packaging. Money is *never spent* for advertising in MODERN PACKAGING. It constitutes an investment and like a good bond, it has all the assurances of a satisfactory return.

For more detailed information and a concrete plan of advertising procedure in this field, call for a representative. He will be glad to service you — and no obligation on your part.

SEFTON'S



The Shipping Case

Complete Packaging Service

*"The Ultimate in Packaging
Efficiency"*

CORRUGATED SHIPPING CONTAINERS DISTINCTIVE DISPLAY BOXES INDIVIDUAL FOLDING CARTONS

The Complete Packaging Service as manufactured for the Pabst Corporation of Milwaukee is but one of the many instances in which SEFTON has met a distinct packaging problem—with

Efficiency, Unity and Economy

The advice of our expert Merchandising Box Engineers who executed this Pabst-ett Packaging Service will be gladly extended without obligation to any manufacturer confronted with a packaging problem.

SEFTON MANUFACTURING CORP.

59 East Madison Street, Chicago, Ill.



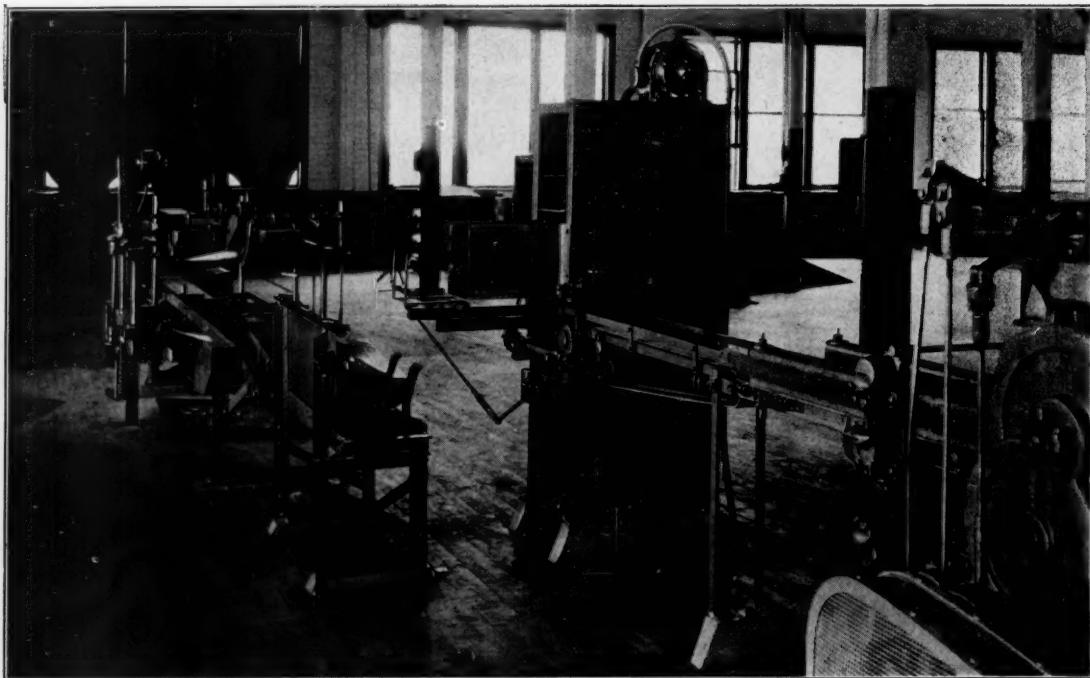
The Display Box

now ready

The "ALL-AUTOMATIC" Casing Machine

For Tin cans, Paper cans, Square Packages, etc.

Handles up to 200 or more per minute.



This installation illustrates the Automatic Casing Machine, connected with wrapping unit, and Ferguson Automatic Container Sealer.

The Ferguson Automatic Casing Machine is another high speed packaging unit, designed to meet up in construction and performance with all other FERGUSON equipment. Not until it was thoroughly tested and proven by several of the largest packers was it offered to the general trade.

Now you can cut "packaging costs" further and be assured of properly packed cases. The only labor necessary is to form containers and place over outlet. One complete tier is packed into container at each plunging operation. The filled cases are automatically discharged, with bottom flaps folded, onto belt conveyor leading to sealing machine.

Let us demonstrate one of these full automatic casing and sealing machines in operation.

J.L.FERGUSON CO.
JOLIET ---- ILLINOIS
New York Office
F. E. HUHN
25 BEAVER ST.



MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1927.

VOLUME ONE
NUMBER FOUR

NEW YORK, December, 1927

\$2.00 FOR THE YEAR
25 CENTS A COPY

Pioneering Adaptation

Genuine Developments as Applied to the Packaging of Lard, Cheese,
Sliced Bacon, and Oleomargarine

By C. H. GULLION

Industrial Engineer, Swift & Company

PARADOXICAL though the title of this story may seem, it is just that—"Pioneering Adaptation"—which has made possible the modern packaging developments pictured and described here.

The *pioneer* nature of the activities of one very large packer in the packaging of Lard, Cheese, Sliced Bacon, and Oleomargarine is attested by the important fact that each instance cited is the first application of the particular method or machine equipment to the specific purpose indicated. The *adaptation* phase will become apparent from reference, or reflection, to somewhat similar forms of packaging or wrapping as applied in entirely different industries concerned with the handling of other products.



C. H. Gullion

Formerly the universal practice on carton lard was to use an end opening carton containing an ordinary paper bag. The bag was inserted in the carton, previously formed up by hand, the operators usually inserting the hand inside the bag to ram it into the carton. Aside from the question of sanitation (the new machine method to be described later being a vast improvement in this respect) the practice of trying to spoon the lard from the bottom of the bag has always been an annoyance to the housewife in that it has been difficult to extract all of the lard from the deeper end-opening carton, and waste of lard or greasy hands usually resulted in such instances.

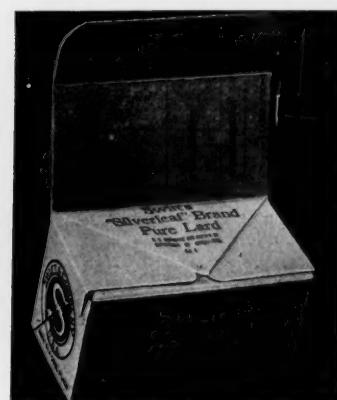
The new lard carton and its distinctive characteristics are pictured,



Fig. 1a. Old style end opening



Fig. 1b. New style side opening



in contrast to the old, in Fig. 1.

The Genuine Vegetable Parchment paper sheet liner which has been substituted for the old style bag is fed into a forming and lining machine, Fig. 2, along with the new die-cut carton. This machine neatly and

belt to the chain carrier trays on the filling machine which fills them automatically and accurately and discharges them automatically to another conveyor leading to the duplex closing machine. The warm liquid lard flows from the filling machine

all filled cartons of the new type sent to it by belt from two distinct lines of equipment—each line comprising a forming and lining machine and a filling machine.

This duplex closing machine neatly folds the liner, wraps the contents within the package, folds in the end flaps, inserts an advertising slip, closes the carton, tucks in the cover flap and counts the cartons as they leave the machine—at a rate of at least 80 cartons per minute—and go directly to an accumulating packing conveyor of interesting design.

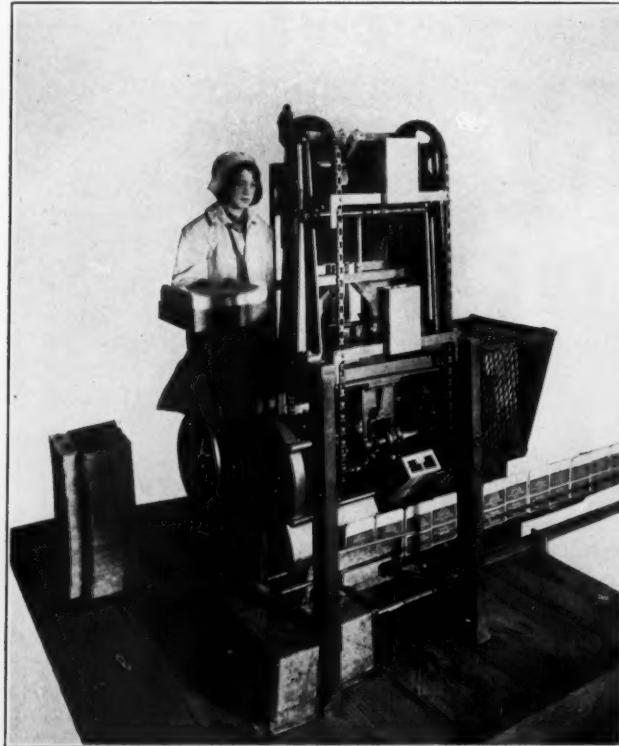
Half-Pound Cheese Package

The marketing of cheese in a small package involved considerable work in the design and development of the half-pound package and the introduction of various machine units to produce it economically and satisfactorily.

An attractively printed glassine paper mounted tin foil liner in sheet form, is used, and the printed die-cut carton and the formed, lined, and closed carton are shown in Fig. 4.

The salient points which highly recommend this design or form of package for this product are: (1) absolute cleanliness in the processing and handling; (2) effective sealing of foil against the cheese; and (3) thorough protection against dust or any outside influence that might tend to affect its moisture content, purity, or flavor.

This was the first instance in which cheese was put on the market in a package possessing the distinctive features of the one here illustrated.



effectively forms, lines and locks the cartons and drops them to a conveyor belt ready for immediate passage to the filling machine.

Although the basic idea of a formed and lined carton is not new, much painstaking development work had to be done before this new lard carton was perfected. This development work involved shoulder-to-shoulder work with the die maker and printer at the carton manufacturer's plant, close cooperative work with the machinery manufacturer, who built the machines, and persistent endeavor to get the carton just right—in such matters as raised score lines, proper functioning double lock, correctly designed tuck-in flap, symmetrical registering of the printing on the folded ends of the cartons, etc.

The formed and lined cartons are fed automatically from a conveyor

outlet in a stream about $\frac{3}{4}$ in. in diameter and the travel of each carton under the filling head of the machine is so timed as to give the proper weight of lard in the carton.

The duplex closing machine, shown in the foreground in Fig. 3, receives

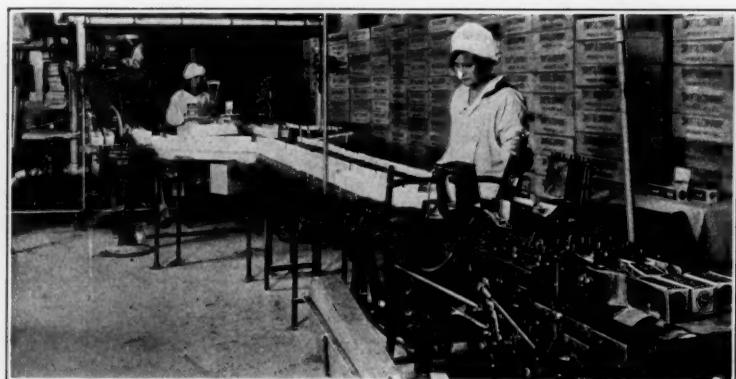


Fig. 3. One-pound lard carton, duplex closing machine (in foreground), two filling machines, and two forming and lining machines



Fig. 4. One-half pound cheese carton

In the forming and lining of the half-pound cheese packages, the paper mounted foil liner and the die-cut carton are fed, simultaneously, into a forming and lining machine, which is a smaller edition of the one used for the lard carton.

Filling Half-Pound Cheese Package

The filling machine, shown only in its relation to other units in Fig. 6, is very compact and positive in operation and serves admirably to place the proper and exact amount of cheese desired in each carton.

Some interesting development work had to be done to provide mechanical

means of feeding the empty cartons to the filling machine to prevent jams and spills, and also arrange means of delivering the filled cartons from the machine in the particular relation necessary for subsequent machine operations on the package.

Closing Half-Pound Cheese Package

The duplex closing machine, although of smaller size, is the same in principle as the one shown in Fig. 3, although considerable adapting work was necessary to make this machine handle the cheese package, because of conditions peculiar to that package. This closing machine folds the paper

per minute under normal operation.

The cartons of cheese, upon leaving the closing machine, go direct to and through the wrapping machine, Fig. 5. This wrapping machine is very positive and smooth in operation and quickly adaptable to either of two different speeds. The machine cuts a piece of glassine paper from a roll, transfers it to proper position to receive the carton, neatly wraps and pastes it about the carton and applies a separate end seal or label to each end of the carton—at the rate of 80 cartons per minute.

This is the first instance in which a machine of this kind has been used

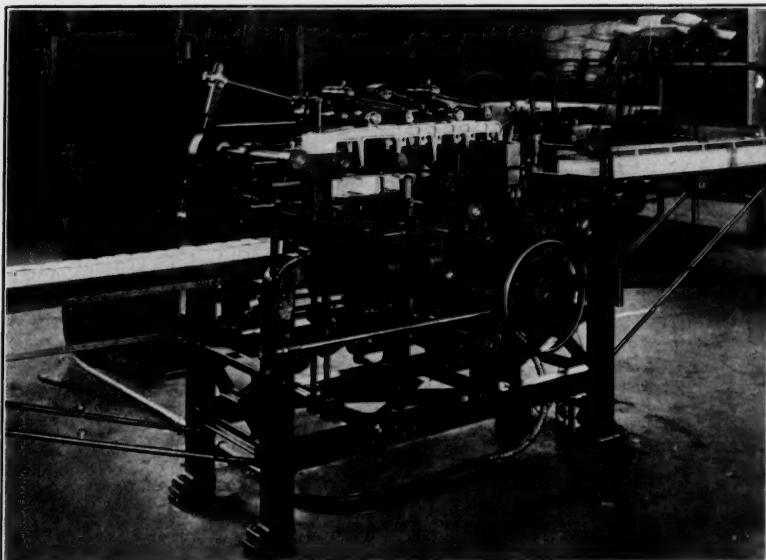


Fig. 5. One-half pound cheese carton wrapping machine

mounted foil liner, wraps the contents within the package, folds in the end flaps, closes the cartons, tucks in the cover flap and counts the cartons as they leave the machine, at a rate of 80

to wrap cheese in a carton of this character.

The various units of equipment used are properly coordinated and all combined in one continuous system,

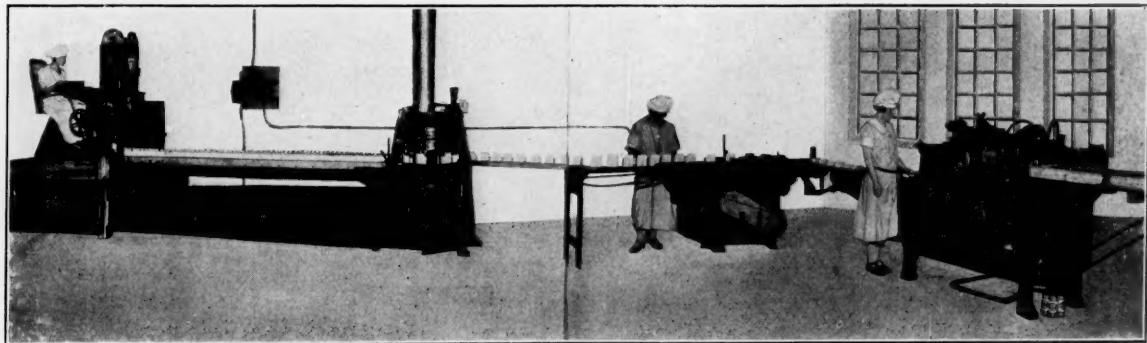


Fig. 6. Forming and lining machine, filling machine, duplex closing machine, and wrapping machine for cheese package

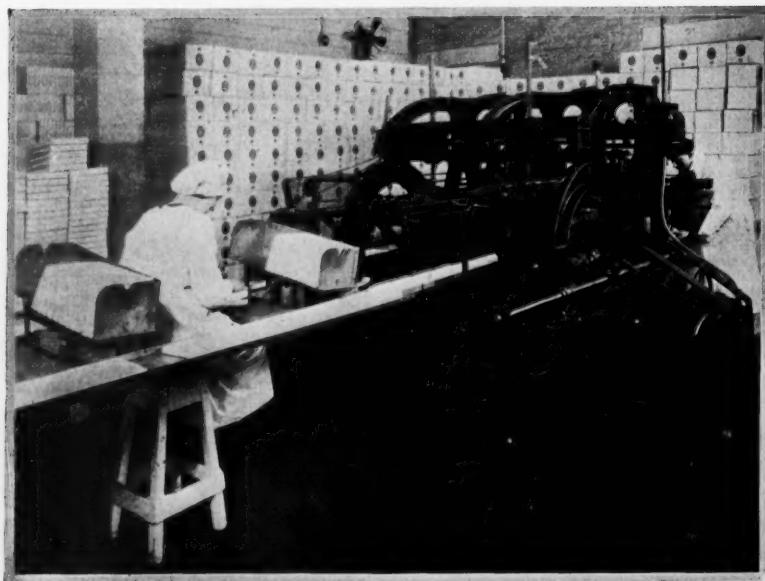


Fig. 7. One-pound bacon carton forming and gluing machine



Old Style
Hand Fold



New Style
Machine Fold

comprising machines for forming and lining, filling, closing, wrapping, and sealing.

It is difficult to show distinctly all of the several units linked together as a whole as they really are, but a good idea of the layout will be afforded by Fig. 6, which shows one of the forming and lining machines and one of the filling machines (there are two of each of these machines) with the duplex closing machine and wrapping machine in combination.

The forming and gluing machine, Fig. 7, has two forming plungers, one of which forms and glues the bottom and the other the top of the telescopic bacon carton, giving an output at

least two and one-half times as great as any other machine where the operation is similar. The work done by the machine will be more readily understood from Fig. 8.

Worth While Savings in Machine Methods

The machine method shows a substantial labor saving as compared with the former hand method, as the machine produces 40 tops and 40 bottoms; *i.e.*, 40 complete cartons per minute. There is also considerable saving in purchase price of the flat die-cut cartons as used with the machine and the cartons made by machine are fully as strong as, and neater in appearance than cartons made by hand methods.

Swift & Company was first to in-

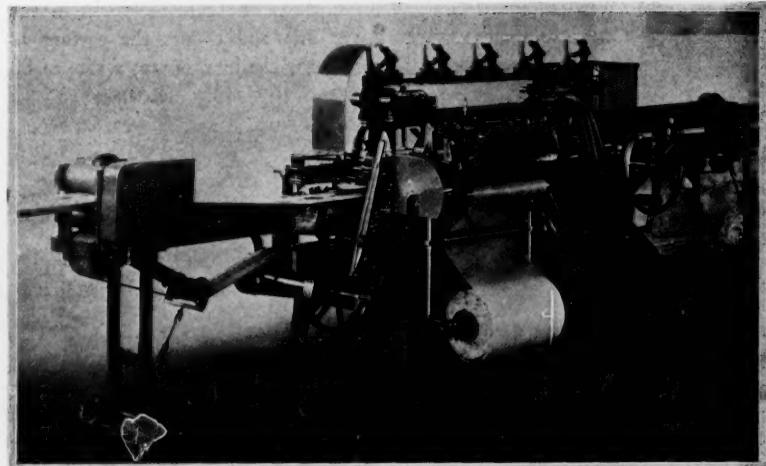


Fig. 9. One-pound bacon wrapping machine

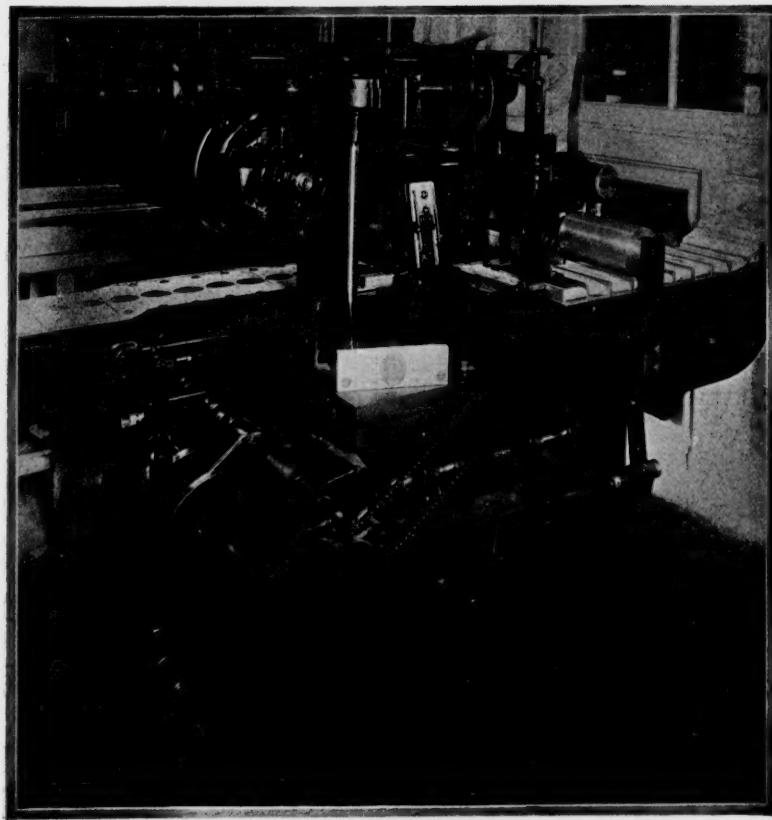


Fig. 10. One-half pound bacon cartoning machine

introduce this most highly developed, high production machine for the purpose of making up 1-lb. sliced bacon cartons.

Wrapping One-Pound Bacon Cartons

Hand wrapping has been supplanted by machine wrapping. The glassine paper wrapper is taken from a roll, cut to the exact length required, neatly and tightly wrapped and pasted around the filled bacon carton by the machine shown in Fig. 9.

This wrapping machine does not require constant attendance of an operator, the wrapping paper feed being actuated and controlled by the package to be wrapped. The machine has been provided with specially designed pasting attachments to make it applicable to the highly transparent glassine paper, replacing the usual heat-sealing method used with wax paper, the pasted fold being very effective.

There is considerable labor saving since the machine wraps and pastes 40 bacon cartons per minute, which shows a large economy over hand wrapping;

also assuring a better quality in the result obtained.

This package differs from any other machine-wrapped bacon carton, in that the fold is carried around to the bottom of the carton and pasted there rather than on the end of the carton, thus offering greater resistance to

tearing when removing from the fibre shipping containers, or during subsequent handling.

Cartoning Half-Pound Package of Sliced Bacon

The compactly wrapped slices of bacon, untouched by hand, are placed in the carton by the cartoning machine, Fig. 10, which takes the flat cartons from a magazine or hopper, opens them, inserts the bacon in the cartons, tucks in the two end flaps of the carton and delivers the filled cartons ready for wrapping in glassine paper. The several steps in the procedure will be clearly brought out by Fig. 11.

This is the first time this make of cartoning machine, or any other cartoning machine, has been adapted to the cartoning of sliced bacon.

Wrapping Half-Pound Package of Sliced Bacon

The $\frac{1}{2}$ -lb. sliced bacon package is a *universal* package, on which the seal is made along one edge in such a way as to avoid detracting from the appearance of the printed designs on both of the wider flat sides of the carton. Considerable ingenuity was called for in the development of the machine for this specific purpose, as a result of insistence upon this particularly neat and pleasing style of wrapping.

The method of operation is unique in that the carton to be wrapped in this instance enters the machine while lying on one of its wide flat sides, and

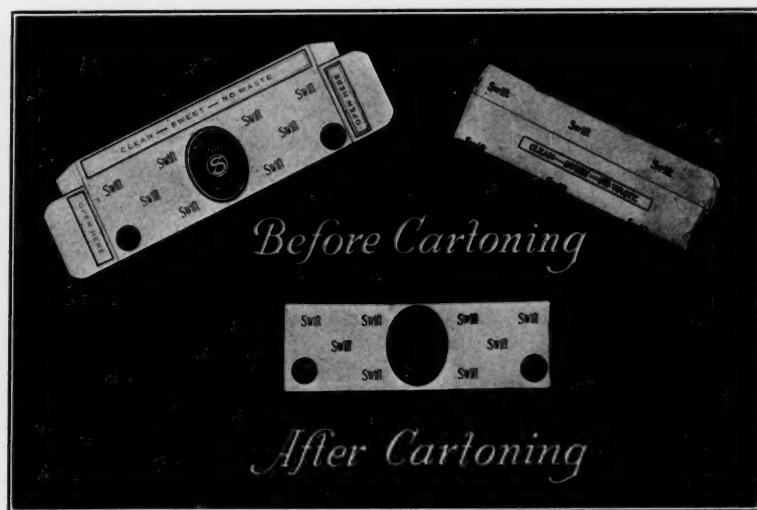


Fig. 11. One-half pound bacon carton

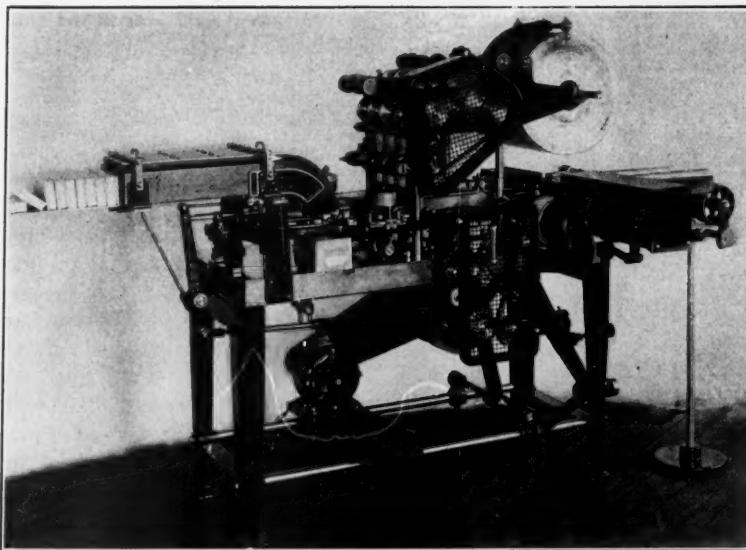


Fig. 12. One-half pound bacon wrapping machine

leaves the machine on edge, or after having been turned up at an angle of ninety degrees. This particular procedure is necessary to make the required folds and to seal the wrapping paper in the manner desired.

Constant attendance of an operator is not required as each package upon leaving the cartoning machine, Fig. 10, passes directly into the wrapping machine, Fig. 12, the package itself actuating and controlling the feeding of the wrapping paper.

The machine pictured is the first ever built to wrap a $\frac{1}{2}$ -lb. sliced bacon package in the manner described.

One-Pound Oleomargarine Package

Fig. 13 shows the machine successfully introduced for the first time for the wrapping and cartoning of 1-lb. prints of oleomargarine—both the vegetable and animal product.

The Genuine Vegetable Parchment paper wrapper which comes next to the untouched-by-hand product is taken from the roll of paper shown in Fig. 13, and the die-cut cartons—either the Gem-Nut or Premium style, as shown—are fed from the machine hopper and neatly wrapped and tucked around the paper-wrapped product to give the finished packages shown in Fig. 14, at the rate of 70 to 80 packages per minute.

It will be noted that the die-cut cartons for the oleomargarine package,

Fig. 14, differ in design from those for the lard package, Fig. 1, and it is significant that the automatic machine idea, which found its application to the handling of a liquid in the case of lard, is applied to the handling of a somewhat solid product in the case of oleomargarine. The deft and rapid manner in which this machine unit both wraps and cartons the oleomargarine, however, is evidence of its rather remarkable effectiveness, when the degree of hardness of the product, its texture and the nature of its surface are considered.

This type machine, Fig. 13, has been extensively used in the wrapping and cartoning of butter, and this ini-

tial adaptation to the handling of oleomargarine has since been followed by considerably wider introduction into that field.

Automatic Sealing of Fibre Boxes

Automatic sealing machines, *i. e.*, automatic gluers and compression units, such as shown in Fig. 15, have been rather generally introduced by Swift & Company for the handling of fibre shipping cases containing such packages as lard, cheese, and oleomargarine, referred to in this article.

These automatic sealing machines are operated without any labor whatsoever. Glue is applied to the flaps of solid fibre or corrugated shipping cases, both top and bottom, in a thin, even coating, only on that portion of the outer flaps which comes in contact with the inner flaps, and constant, yielding pressure is applied on the flaps until adhesion takes place.

Automatic Sealer Fed by Gravity Conveyor

The cases to be sealed are packed with the bottom flaps folded in the position which they will occupy when sealed, and riding on these bottom flaps they are brought to the front end of the automatic machine by means of a gravity roller conveyor. After reaching the machine they are permitted to enter it, one case at a time, a positive timing device being provided for this purpose. When a case enters it is picked up by a transverse bar, which causes it to move forward. During its progress the top

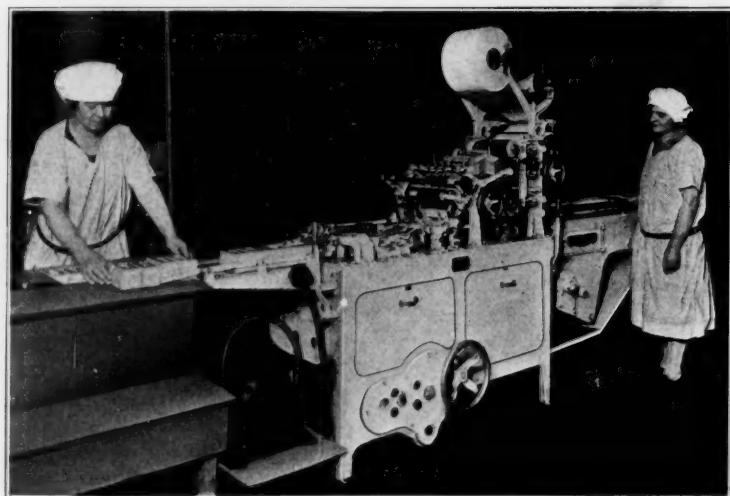


Fig. 13. One-pound oleomargarine wrapping and cartoning machine

and bottom outer flaps are spread out in a horizontal position and while in this position they are coated with a thin, even film of glue.

After the glue is applied, the flaps, both top and bottom, are folded back in place and the case immediately enters the compression or sealing unit, where the actual sealing takes place. The operation of opening the flaps, applying the glue, and refolding the flaps into proper position does not in any way disturb the contents of the case and is entirely automatic.

The Chicago plant of Swift & Company has been the proving ground for these rather highly pioneer and modern packaging developments, and the obvious advantages resulting have been such that similar installations are being made rather generally at other Swift & Company plants about the country.



Fig. 14. One-pound oleomargarine cartons

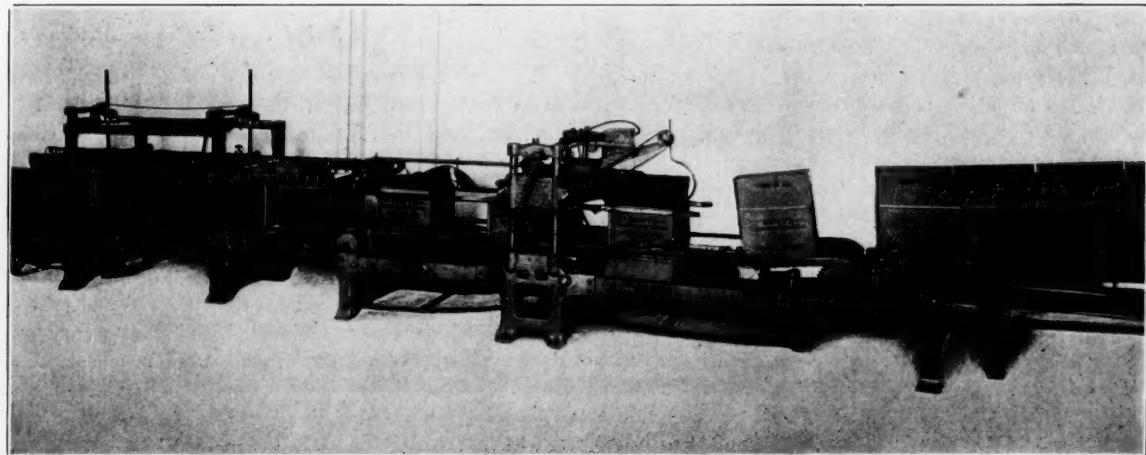


Fig. 15. Automatic gluing machine and compression unit, for fibre boxes

Wrapping Italian Lemons

THE Italian exporter, according to Daniel J. Moriarty in *Commerce Reports* for Nov. 21, 1927, is given free choice as to the tissue paper to be used in wrapping lemons, though it is recommended that white tissue paper of a fine quality be employed. No restrictions are imposed as to the inscription on the covers of the lemon box nor as to the wrapping of the lemons, but there is a recommendation that the language of country of destination be

used for the inscription on the covers of the box.

Boxes of seasoned beechwood must be used for lemons, these boxes to have two compartments with a central partition. Detailed measurements and methods of construction of the boxes are prescribed. Tables are given showing for each pack the length of box, dimensions of ends, and minimum gross weight. A tolerance of 5 per cent on the specified minimum gross weight is allowed on not more than 5 per cent of the lemons in each case.

Buedinger Opens New York Office

WILLIAM BUEDINGER & SON, Rochester, N. Y., manufacturers of high grade paper boxes announces the opening of a New York office at 30 East 42nd St. F. J. Redding will be in full charge. Mr. Redding has had 25 years experience in box making and his office will have an unusual line of samples of all varieties of boxes particularly for the perfumery and toilet preparation trade.

Container Standards—Their Relation to Packaging Efficiency

The Importance of Specifications as Applied to Materials Used in Various Operations—
Cooperation with Machinery Manufacturer and Coordination of Departments
Produces Favorable Results in Plant Practice

By FRANK C. CHASE

E. R. Squibb & Sons

WHY DO SOME MACHINES made by reliable builders deliver seventy per cent of their machine speed and others of the same make and type deliver better than ninety per cent? And why do these conditions obtain sometimes when equally good operators and maintenance mechanics are available?

One possible answer is that the materials which the machines handle are poorly or well selected and designed from the standpoint of machine operation. No one knows this better than the machinery vendor but it is perhaps not so fully recognizable among the users unless through experience trouble has been traced to and located in wrong container specifications. A law or principle to the following effect can be stated and not be far from wrong: *All other conditions being equal, the maximum output of packaging machinery in terms of percentage of machine speed is proportional to the attention given to the container specifications.*

Why Container Specifications?

The importance of this is generally emphasized by the manufacturers of packaging machinery, yet often a container manufacturer, as well as the packager himself, pays too little attention to this phase of control. The nearest approach to co-operation of this kind is seen between the bottle manufacturer and the cap manufacturer. This, perhaps, has been due largely through necessity as it is practically impossible to obtain either quantity or quality in the capping of bottles or jars unless both bottles and caps are manufactured in such a way that specified tolerances are not exceeded. The

cap manufacturers as a rule supply their customers with blue print specifications on thread and cap dimensions and also supply specifications on bottle finish so that the bottle manufacturer will have a definite guide to work by in making his molds. There is no greater hindrance to the successful operation of a capping machine than to have these tolerances exceeded, whether the cap be a continuous thread or patent thread.

Unsatisfactory Containers a Handicap

Failure to inspect caps and bottles as they come in to make certain that specifications have been met, will result in a tremendous loss of container material and time with a resulting low efficiency on the entire packaging line. While at first glance it may appear that a small percentage of containers which are not in accordance with specifications will not materially affect production costs, it should be remembered that with five or six machines in line a few percent of unsatisfactory containers or container material on each machine will add up to a good many percent on the total line. That is to say, stops on the various machines due to unsatisfactory container material do not occur at the same time. Ample accumulation spaces between machines help to prevent a total stop in the line, but as a rule accumulated containers will not last more than two to three minutes without an exceedingly long line. It is, therefore, important that container material on each machine is carefully controlled so that as few stops as possible will occur during a day's run.

Fig. I suggests a means of control-

ling specifications on bottles. Made up in the form of blue prints or photo-stats, these may be submitted to the vendors for quotations or with an order. They insure uniformity of operating conditions since in the purchase order or contract the vendor or vendors accept responsibility to deliver a product in conformity with specifications. They serve as a definite basis for acceptance or rejection of the shipment. Confusion, misunderstandings and lack of uniformity disappear.

Label Specifications Advisable

An automatic labeling machine running at high speed requires labels of definite specifications if the maximum production is to be approached. The specifications for this label will naturally vary with the kind of container and size and type of label. Once the best label has been established for the work the specifications should be written up in detail and on all purchases of labels, whether from an outside source or from the manufacturer's own printing department, insistence that specifications be followed is extremely important.

Nor is the label the only important container material, so to speak, involved in labeling. It will be found that one particular type of glue or adhesive will work better than any other, and furthermore that the adhesive should have a definite consistency. Often a labeling machine will be held responsible for low efficiency when a thorough investigation of adhesives would solve the problem and bring the machine up to its anticipated efficiency from the standpoint of both machine speed and quality of labeling.

Cartoning and inserting machines

involve still another serious problem so far as container specifications are concerned.

Checking With the Machinery Manufacturer

By holding to the specifications, not only the total day's production will be greater but the spoilage less. It is wise whenever the purchase of a cartoning machine is to be made, to leave the exact dimensions and types

conform with certain parts of his machine which, he knows, will give the least amount of trouble whether the carton be glued or tucked.

The purchase of cartons by sample is not recommended. In the first place if the purchasing agent gives a sample carton to the carton manufacturer for duplication the carton manufacturer may not pay rigid attention to the contour of the flaps nor to the many score line dimensions.

A more dependable method for the purchase of cartons is to establish in minute detail exactly what the carton should be, both as to quality of board, thickness, finish, score line dimensions, location of glue flap, width of flap and shape and dimensions of end flap. These specifications can be written up and applied to a drawing of the carton so that blue prints can be made and submitted to the vendor quoting.

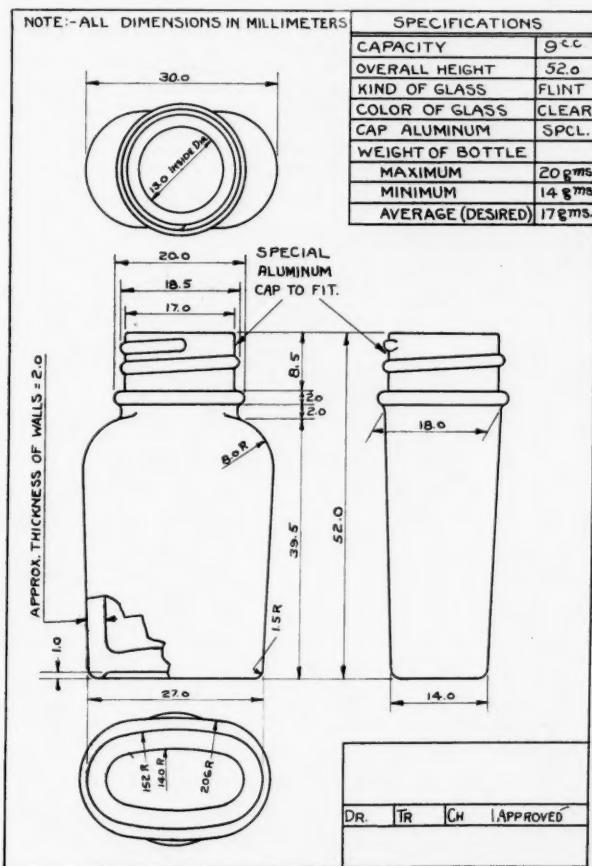


Fig. 1. Bottle Specifications

of flaps to the cartoning machine manufacturer's selection. As a rule his machine will operate best on a carton of a particular design. A check up naturally should be made with the carton manufacturer to make sure that the carton machine builder is not calling for specifications which will add to the expense of the carton. However, in most cases the machinery manufacturer is as much interested in building machines which will economize on paper as is the user. The machine manufacturer has definite reasons to call for flaps that are cut to

It is rather surprising that even some larger manufacturers of cartons and folding boxes appear to be unaware of the importance of these specifications. While perhaps the succeeding lot of cartons may be close to the original sample, as time goes on cartons will come in which have changed so materially from the original sample that over a period of several months trouble begins to develop in the cartoning machine making necessary adjustments in accordance with each particular lot of cartons that may be brought in for use.

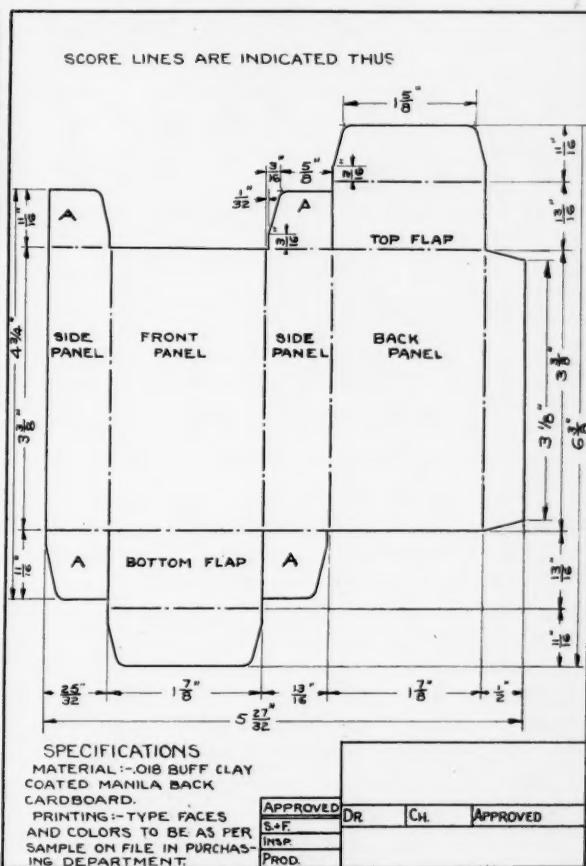


Fig. 2. Carton Specifications

Fig. 2 shows a clay coated carton drawn up for machine operation, certain dimensions of which are important. Distances from center to center of score lines should be kept exactly if possible with no greater variation than 1/32 inch. If this is done frequent adjustments on a cartoning machine are unnecessary. The 1/32 in. cut out adjacent to flaps "A" minimize spoilage because the tucking mechanism has more space for the insertion of the end flaps.

The angles of the glue flap are sometimes important. Some objects when

<p>BUNDLING FOR DELIVERY THE FOLLOWING MATERIALS TO MAKE 5 COMPLETE CASES MUST BE PACKED IN ONE BUNDLE, COVERED WITH JUTE PAPER AND BE SECURELY TIED:- 5 CASES, 25 MATS, 5 LINERS & 20 NESTS OR PARTITIONS.</p> <p>"THIS SIDE UP" IN LETTERS 2" HIGH & "HANDLE WITH CARE" IN 72 POINT TYPE TO BE PRINTED ON OUTSIDE OF OUTER FLAP ON TOP OF BOX. THE FOLLOWING IS TO BE PRINTED ON FRONT OF BOX "NO LABEL REQUIRED" 36 POINT TYPE.</p> <p>TO CONFORM TO I.C.C. REGULATIONS CERTIFICATE OF BOXMAKER AND NUMBER "P-25" TO BE PRINTED ON BOTTOM OF CASE.</p> <p>6/8/26 REVISION "A" PRINTING NOTES CHANGED WEIGHT OF TAPE SPECIFIED</p>		<p>GENERAL SPECIFICATIONS</p> <p>CASE TO BE MADE OF DOUBLE FACED CORRUGATED STRAW BOARD. BOTH FACES TO BE WATERPROOF JUTE PAPER, TO MEET THE FOLLOWING REQUIREMENTS:-</p> <p>THICKNESS NOT LESS THAN { OUTER FACE --- .018 INCH INNER FACE --- .018 INCH</p> <p>OUTER FACE --- 100 LBS. PER SQ. IN. RESISTANCE MULLEN TEST { INNER FACE --- 100 LBS. PER SQ. IN. COMBINED BOARD --- 200 LBS. PER SQ. IN.</p> <p>DIMENSION LIMIT; LENGTH, WIDTH, DEPTH ADDED - 65 INCHES GROSS WEIGHT LIMIT ----- 65 POUNDS</p> <p>CASE TO HAVE IMPRINTED ON OUTSIDE (AS SHOWN) A CERTIFICATE OF BOX MAKER IN CONFORMITY WITH THE REGULATIONS OF THE INTERSTATE COMMERCE COMMISSION WHICH GIVES THE REQUIRED INFORMATION.</p> <p>CASE IS TO BE "REGULAR SLOTTED CARTON"</p> <p>LIMITS:- DIMENSIONS MUST BE THOSE SHOWN OR NOT MORE THAN $\frac{1}{16}$ INCH GREATER AND ARE FROM CENTER TO CENTER OF SCORES.</p> <p>PROVIDE 4 SETS OF PARTITIONS $4\frac{1}{4}$" HIGH (FOR 25 CANS EACH), WITH AN OVERALL LENGTH & WIDTH OF $11\frac{3}{4}$" & WITH 4 SLOTS EACH. PROVIDE ONE LINER $16\frac{1}{2}$" WIDE $\times 48\frac{3}{4}$" LONG AND SCORED AS FOLLOWS:- 6" ; $12\frac{5}{8}$" ; $12\frac{5}{8}$" ; 6" ALSO FURNISH 5 MATS $11\frac{11}{16}$" $\times 11\frac{11}{16}$". ALL TO BE OF DOUBLE FACED CORRUGATED STRAWBOARD $\frac{3}{16}$" THICK, WITH JUTE FACES.</p> <p>USE EXTRA HEAVY (90#) TAPE ON THIS CASE.</p> <table border="1"> <tr> <td>DR.</td> <td>TR.</td> <td>CH.</td> <td>APPROVED</td> </tr> <tr> <td>REVISED</td> <td></td> <td></td> <td></td> </tr> <tr> <td>S+F.</td> <td></td> <td></td> <td></td> </tr> <tr> <td>INSP.</td> <td></td> <td></td> <td></td> </tr> <tr> <td>SHIP.</td> <td></td> <td></td> <td></td> </tr> <tr> <td>PROD.</td> <td></td> <td></td> <td></td> </tr> </table> <p>B-284A</p>		DR.	TR.	CH.	APPROVED	REVISED				S+F.				INSP.				SHIP.				PROD.			
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Fig. 3. Corrugated Case Specifications

inserted catch on the edge of these flaps and a "jam" results. Inclining the angle will sometimes overcome this. In this particular case it was unnecessary and the angle is not sharp. By noting which is the front panel with respect to the glue flap it is possible to avoid the experience of receiving cartons that when run on the machine invert the inserted article with respect to the printing, or if this does occur there is sufficient reason for rejection if a blueprint was sent with the order.

A definite weight board tends to minimize machine adjustments and spoilage. A similar condition exists on wrapping machines so far as the paper is concerned. Once the kind of paper has been established trouble will not be experienced to any extent on a machine made by a reputable manufacturer unless the quality of the paper is changed.

Coordination of Departments on Packaging

Establishing these specifications may appear to involve considerable ex-

pense, but after they have once been set as standard whatever expense has been is over with. Manufacturers of packaged material who merchandise many different kinds of packaged products can afford to establish a branch of the inspection department which will cooperate with the manufacturing department in checking up on all shipments to see if the container material checks with blue print specifications. A draftsman can, in a short time, prepare a drawing of any container or any kind of container material in accordance with specifications laid down by the manufacturing department, and these specifications in blue print form filed with the purchasing department for the purpose of obtaining quotations or can be given to the vendors when ordering. Such a practice shows that not only is the efficiency of machines increased but hand work is likewise improved both as to quality and appearance. Breakage and spoilage losses are decreased.

Corrugated cases should be designed on definite principles and formulae. If they are too snug it may be ex-

pected that as much breakage will occur on bottles as if they are too loose. The cushioning effect is diminished. Corrugations on liners should run in a definite direction. Where pads are used partition heights must be carefully worked out so that in stacking the weight comes not on the tops of the packed bottles but on the tops of the partitions. Score line dimensions of both box and liners bear definite relation to each other.

Whether the box is to be regular or special slotted depends upon the nature of the contents and the protection required if pads are to be eliminated. Relative costs of both should be investigated. Interstate Commerce Commission regulations must be observed. Thickness and strength of board; whether kraft, jute or straw board; printed matter and its location on the box; limits of dimensions permissible; all of these are considerations of importance.

It is also advantageous to specify how the bundles are to be delivered so that storage and use of the empty boxes will be simplified.

GAIR SALES BUILDERS





Six Box Board Mills with an OutfT

THE golden area of the show case top and the counter is the coveted spot for the Display Container. A silent contest is forever going on for the prized location. It belongs to the deserving. The retailer is human; therefore, like his customers, has sense and feeling for decorative effect. Consequently the humble and unimpressive Display suffers a place beneath instead of on top of the counter. But economy in design and color does not rob the Display Container of distinction. It is the skill and experience with which limited materials are employed that give Gair Display Containers preeminence. They are sales builders in good taste and win response from the retailer and his customers.

Gair Display Containers are not silent salesmen. If Art has appeal and Color is language to the eye, their salesmanship is both eloquent and active—there is nothing silent about these ever-serving salesmen. Our Department of Design takes care of the æsthetic and the practical elements of a profitable Display Container. The artist harmonizes his work with the merchandise and the structure is devised to get the best display. Artist and architect work hand in hand, and our Multi-color printing presses and lithographing machines faithfully reproduce their effort.

Gair Display Containers spur the sale of every form of merchandise, from mechanics' tools to the exquisite and less obvious compounds of the perfumer



Out of Twelve Hundred Tons Per Day



CHEEK-NEAL COFFEE COMPANY, NEW YORK CITY

"The Maxwell House Tea Display Containers for the summer season were a sales tonic and we were thoroughly satisfied with them. The new lot for autumn and winter display has great qualities of design and an appropriate refinement of color. Your workmanship pleases us."

MERRELL SOULE SALES CORPORATION, SYRACUSE, N. Y.

They tell us:—"We received many favorable comments on the two Display Containers you made for us.

"They are almost sure to find a prominent place on the dealer's counter, and are constant reminders to all who pass them. They sell merchandise and that satisfies us that they are worth while."

THE WELCH GRAPE JUICE COMPANY, WESTFIELD, N. Y.

They write us:—"The problem facing most advertisers is to get their product on display, and the "counter salesman," as we call your Display Container, accomplishes this in a very practical way. Reports from our District Managers and Salesmen show that the Display Containers you furnished are proving valuable."

THE PALM OLIVE COMPANY, CHICAGO, ILL.

Have this to say:—"The last lot of several hundred thousand Display Containers, comprising four designs, turned out very nicely. We are quite well satisfied with the workmanship evidenced in the reproduction of the designs furnished. This is in line with your past performances and we would like to have you know that your efforts are appreciated."

KRAFT CHEESE COMPANY, CHICAGO, ILL.

Send this stimulating letter:—"Your designs have put new life into our entire line of products.

There is no question but that they will be a great stimulus to trade. A great forward step in the merchandising of Kraft products has been taken and we have a far more beautiful package than formerly. We take this occasion to express our appreciation to your Art Director and his staff."





Gair Unit Service

We manufacture from the ground up. Our paper machines produce over twelve hundred tons of box board daily.

We engrave, print and lithograph in the largest and best equipped plant of its kind in the world.

Gair products flow uninterruptedly from the box board machines through all the processes to the shipping floor with studied economy.

Our chemists improve our processes and test our products to ensure your receiving the best that the art affords.

Our Department of Design invents and adapts folding and other types of Cartons and Boxes to every conceivable size and shape of merchandise.

We modernize the designs and color schemes of Cartons that time has left behind in the course of merchandising progress. We do it in a way that fully protects their identity.

The Folding Box, Display Container, Gairco Box, Corrugated and Fibre Shipping Case go one within the other and together constitute a unit of merchandise

ROBERT GAIR COMPANY

GRAYBAR BLDG., 420 LEXINGTON AVE., NEW YORK CITY

BOX BOARD MILLS—1200 TONS DAILY

NEW LONDON, CONN. TONAWANDA, N. Y. PIERMONT, N. Y. HAVERHILL, MASS. CHICAGO, ILL. QUINCY, ILL.

Reference to Fig. 3 will show how many things there are to be considered. Sometimes a wide difference in quotations will be received. Often this is due to the fact that the vendors are bidding on exactly the same sort of boxes. The use of blueprinted specifications assures the purchaser that all the vendors must realize what they will have to supply.

Specifications in Tin Tubes

Similar discrepancies in prices submitted are found on collapsible tin tubes. A major part of the manufac-

ture is realized by one concern that a committee composed of the head of the engineering department, a buyer, the assistant production manager and a member of the inspection department, meets weekly for the purpose of discussing container specifications. Such a committee can view the problems from every angle connected with manufacture, and it is seldom that any important feature is left out in drawing up the specifications. The presence of a buyer makes it impossible for, let us say, the engineering department to call for specifications which

are impractical from the standpoint of purchasing. At the same time the fact that the engineering department is represented prevents the buyer from purchasing container material which makes difficult its handling by machinery.

The production department should be represented provided the organization is such that the production manager is responsible for output. By being a member of this committee he is thoroughly familiar with the difficulties that

upon by this committee.

A committee of this kind can make itself extremely valuable to any concern because the many angles to the manufacture of a finished package are brought forward by the committee members whose duties in the organization are so varied. Very often members of the committee contribute valuable suggestions on specifications which result in a lower purchase price or increased output or simplification of machinery.

Crippen President of A.G.S.M.A.

THE American Grocery Specialty Manufacturers' Association, in its 19th annual convention at Atlantic City, Oct. 18-20, elected H. D. Crippen, treasurer and general manager of the Bon Ami Co., New York, president.

Other new officers are as follows: Vice presidents: H. R. Drackett of the Drackett Chemical Co., Cincinnati; J. S. Goldbaum of Fels & Co., Philadelphia; George D. Olds, Jr. of Hills Bros. Co., of New York. Treasurer: Louis McDavit of Colgate & Co., Jersey City. Secretary: H. F. Thunhorst. Directors: C. Francis of Post Products Co., New York; W. J. Underwood of Wm. Underwood Co., Boston; J. T. Williams of Creamette Co., Minneapolis; F. E. Barbour of Beech-Nut Packing Co., Canajoharie, N. Y.; L. W. Mitchell of Parsons Ammonia Co., New York; Proctor Carr of Shredded Wheat Co., Niagara Falls, N. Y.; Mrs. C. B. Knox of Knox Gelatine Co., Johnstown, N. Y.

Chicago Office for Standard Corporation

STANDARD Sealing Equipment Corp., Rawson St. and Queen's Blvd., Long Island City, N. Y., announces the opening of a branch office in Chicago at 208 W. Washington St., Suite 616, telephone Central 6614.

This office will be in charge of George Ingham, vice president. A stock of replacement parts will be carried and a service man will at all times be available to make necessary repairs and adjustments on Standard machines.

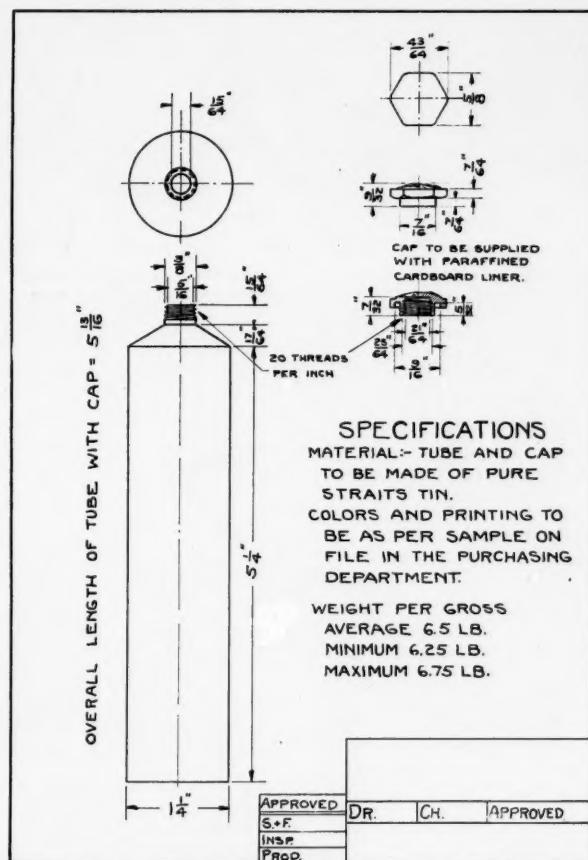


Fig. 4. Tin Tube and Cap Specifications

turing cost of tubes is in the tin itself. If one wishes a tube of a definite strength the latter must have about so much tin in it. Specifications such as are shown in Fig. 4 aid the buyer and inspector in making certain that the quality they wish is being quoted on and must be lived up to as a condition of purchase.

The importance of proper container specifications is so thoroughly

may be encountered and will understand the importance of container specifications in their relation to maximum output. The presence of a member of the inspection department is advisable so that by becoming thoroughly acquainted with the reasons for the detailed specifications he will not be tempted to accept a shipment which does not conform rigidly to the specifications agreed

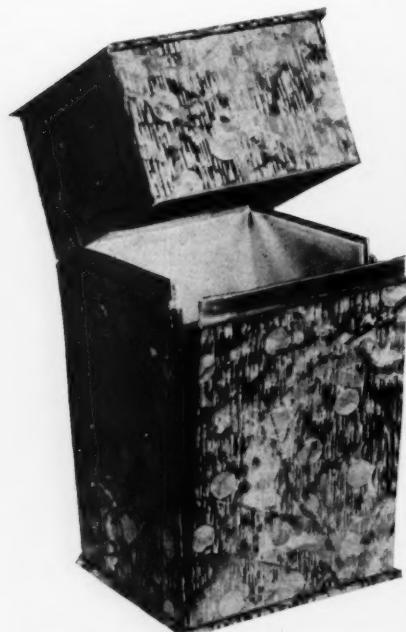
French Paper Covered Boxes

Attractive Settings for Perfumes and Powder Provided by Use of Standard Designs—
Originality in Arrangement and Form Create Attention and Stimulate Sales

DAINTINESS, a touch of the unusual and the right blend of color can always be counted on to obtain attention. This is true of many

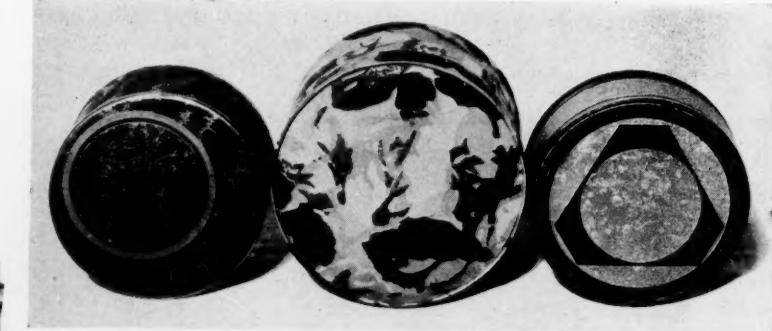
the makers of the goods on the boxes and black mosaic design shown, and—they are simply the setting for the merchandise—although no effort is spared to create a definite impression

base of the box.



Courtesy Keller-Dorian Paper Co., Inc.
Drop leaf box covered with diagram
design paper

of the perfume and powder boxes that may be found on display, and it is particularly true of certain French packages which excel in beauty and originality. In the several illustrations shown it will be noted that with but one exception no mention is made of



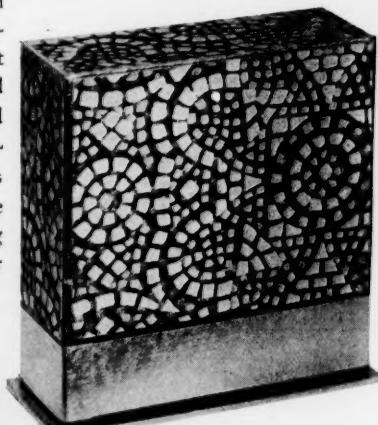
Courtesy Keller-Dorian Paper Co., Inc.

Paper covered powder boxes. Left shows offset label bearing name of manufacturer; center, hand blocked effect in vivid colors; right, shows use of bands and cut outs

that goods of merit are contained therein and that they are worthy of attention and purchase.

The oval shaped box, fitted with hinges and a clasp, provides an attractive background for a perfume set. A hand decorated paper in gay colors, the gold paper edges and a white satin lining effect a presentation that cannot be overestimated from a sales point of view. Silver and gold, combined with blue in a diagrammatic stamped effect create an impression of exquisiteness for the drop leaf box which is illustrated. Here, too, the edges are daintily bound in gold. A stunning setting is provided in the gold, silver

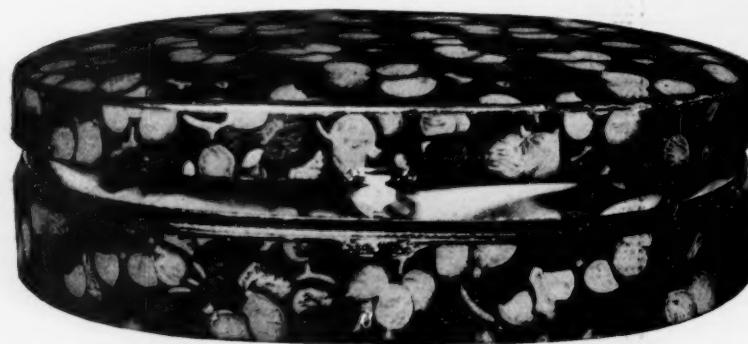
All of the powder boxes shown are provided with interior transparent protection for the enclosed puffs. The boxes are daintily made—edging, banding and even the bases making use of paper which is skillfully placed about the shell or frame. An impression of



Courtesy Keller-Dorian Paper Co., Inc.
An effective result obtained through the
use of a gold band at the base

quality and refinement is immediately apparent in all of them.

It is an interesting fact that each one of these boxes makes use of papers of standard designs and depends on an original arrangement of the covering to secure a desirable effect.



Courtesy Keller-Dorian Paper Co., Inc.

Floral and leaf effect in blue, green, yellow and salmon on a black background

Whence the Victorious Package?

Color Combinations, Illustrations and All Other Elements of Design Receive Consideration in Make Up of Containers Used by Hecker H-O Company — Machinery Wrapping Affords Protection and Uniformity to Food Products

By W. A. PLEUTHNER

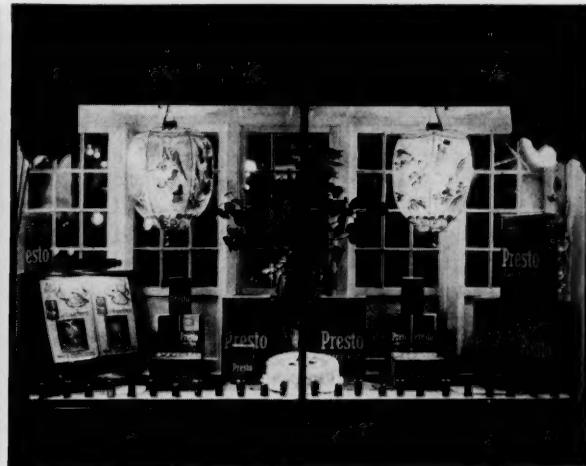
Hecker H-O Company, Inc.

LET A SALES or advertising executive walk into any modern grocery store and he appreciates at once that here wages the important battle of packages. His own product, so attractive on a mahogany desk, fights with hundreds of neighbors for its place in the sun. He finds that the color combinations, layouts, and all elements in the design of the package appear quite differently in this bedlam of merchandise. No matter how skilled the visitor is, in that illusive

through various forms of advertising, is at a decided advantage. Here the simple, yet attractive package wins, because these factors make it more easily remembered.

Even in the service-stores, the value of a successful package design is apparent. Every time the man behind the counter suggests a certain food, the container must pass the test of neatness and quality. Here especially, a well designed package will develop a confidence that supports the clerk's

Oatmeal", a thorough investigation was made to determine a new color combination, so striking that it would be conveniently remembered by both the trade and the consumer. This research developed the well known green, orange and buff package illustrated. The lower orange panel compels attention. This attractive color leads the eye to the dominant dark green H-O which is set off in the buff upper panel. This orange and green combination is practically ideal, because it



Window displays which turn the full results of newspaper or other advertising campaigns into the store. The illustration at the left shows a grouping of the New Style H-O packages while that at the right makes use of Presto cake flour cartons.

art of interrupting the impressions of the housewife, he realizes that his own product must have a distinctive and easily remembered package to enjoy the approval, the familiarity that breeds sales.

This is particularly true in the ever growing number of self-service stores. When a woman picks out her own goods, she is obviously going to be most interested in those packages which create an impression of purity, dependable quality, and preserved freshness. In this maze of color, the food whose package has been made familiar

recommendation and encourages a sale of the merchandise.

The Hecker H-O Company, Inc., has long recognized that as one of the leaders in the milling of quality cereals, its packages must also be foremost examples of neatness, of attractive and dominant design. Years of study and experience have given us a rare heritage in the art of making each label so distinctive that it will readily stand out on the grocers shelves and easily convey a lasting impression.

Before deciding on the label for New Style H-O, "The New Kind of

sets off the New Style H-O package, from all other foods. The dark green gives a dominance to the H-O letters that promotes a lasting display impression. Grocers actually like to put in an H-O window, because the orange and green add such a lively coloring to the display.

Simplicity in Design and Wording Advisable

The design and wording on the label is equally important. How difficult it is for most manufacturers to cut down the copy on the package front, so that



A counter display which reproduces illustrations of Cream Farina packages together with a figure characteristic of that product

the name of the food receives proper display value. Their natural enthusiasm seems to insist on telling the whole story of the food and factory in the small space which is supposed to attract the favorable attention of the shopper. Right here is the place for all good advertising men to come to the package front and fight for its simplicity. The regular rules of forceful typography hold true in this work. Although the fewer words on the front, the better, there are certain items generally found on most well designed packages. These are: (1) the logotype of the product; (2) a brief description or vital selling point of the food; (3) a distinguishing trade mark or character. Following out these requirements, the New Style H-O package front shows the logotype H-O; the description "Quick Cooking Oats" with the fundamental selling point of "Cook 2 to 3 minutes only", the trade mark of Oliver Twist so well known by its appearance on the regular H-O labels.

Quality Recognizable by a Trade Mark

We lay great stress on the value of placing this old trade character on the New Style H-O Label. It helped the Hecker H-O Company, Inc. solve the problem of giving this new product the benefit of its predecessor's popularity. For over fifty years, the housewives have identified Oliver Twist with the highest grade of oatmeal. This quaint scene from Dickens has

signified H-O, a superior oatmeal although different in flavor and appearance. Now, they easily recognize that New Style H-O has also these same dependable qualities, plus the added convenience of 2 to 3 minute cooking.

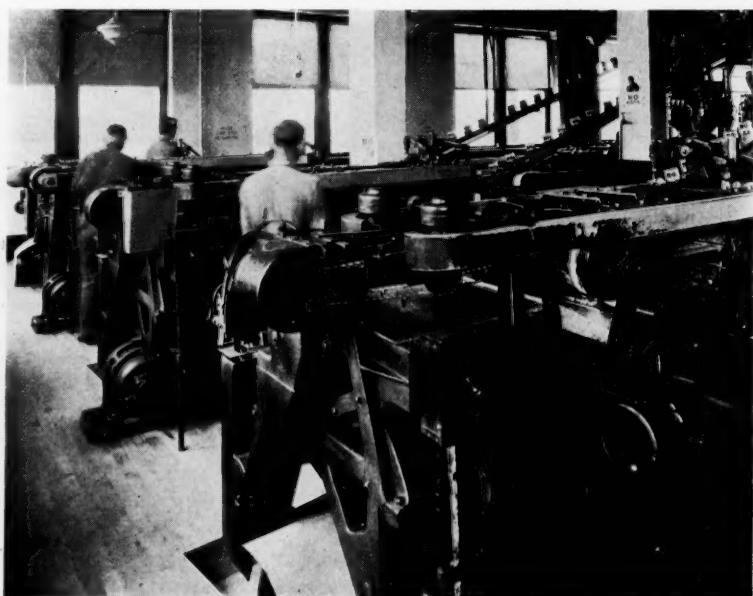
These same criteria are responsible for the design that distinguishes the package of Presto cake flour (self rising). Its colorful medley of blue and yellow makes a bright spot on the grocers shelves. The clear lettering of Presto Cake Flour (Self Rising) describes the product at a glance.

On Heckers' Cream Farina, the large red ball on the yellow back-

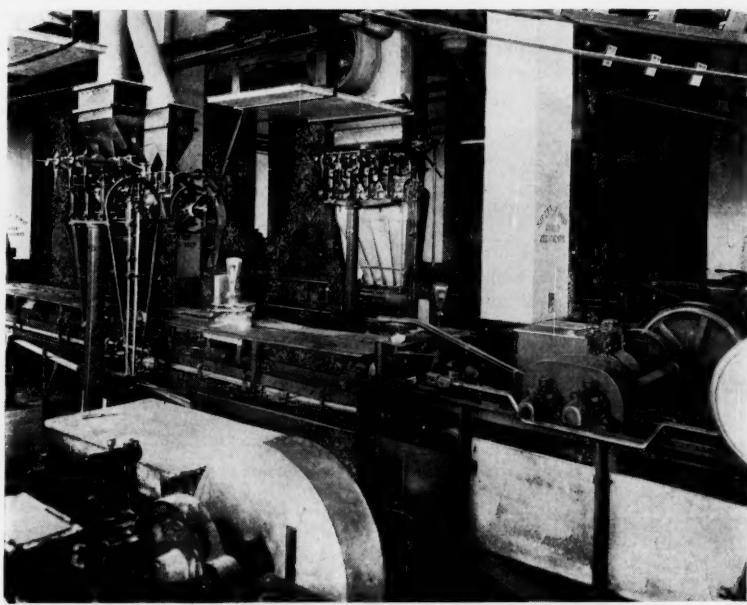
ground makes a package of unusual display value. On the reverse side, we show the Farina boy. This allows the shop-keeper to show either of the two trade-marks which are associated with this product. It is surprising to note the number of shoppers, particularly children, who ask for a package of Cream Farina with the boy or red ball on it.

Consistent Familiarity With a Package Advocated

After the package is designed the important work still remains. This package must be so included in all advertising that the public becomes familiar with the appearance of the food in a grocers window and on his shelves. Care should be taken to show a package cut in all newspaper ads so that the housewives are constantly aware of the appearance of the product about which they are reading. Thus, the package should be an integral part of the advertising and not just stuck in for the sake of policy. In billboards, magazine ads, booklets and display pieces, the illustration of the package comes into its full effectiveness. Here, the reproduction in actual colors so familiarizes the reader with the appearance of the product that the story in the advertising is effectively connected with the food itself. The continuous portrayal of the colored



Wrapping machines which apply labels or wrappers to filled carton shell. The inclined conveyors in background carry completed packages to shipping cases.



In foreground, carton bottom sealer. The packages proceed to six unit automatic weighing and filling machines—these are top sealed and tight wrapped. Note scales for checking weights.

package builds up a memory of the food that helps discount the competition of the grocers shelves. We all like to do business with those we know. Just so, the housewife has a friendly feeling toward a product whose package she had gotten to know well and to know for what it stands. Examples proving the value of this policy are too numerous to point out. Yet, it is worth emphasizing that the inclusion of the package in all dis-

play pieces, overcomes those discouraging times when a clerk or salesman installs a display and forgets to use any of the product itself.

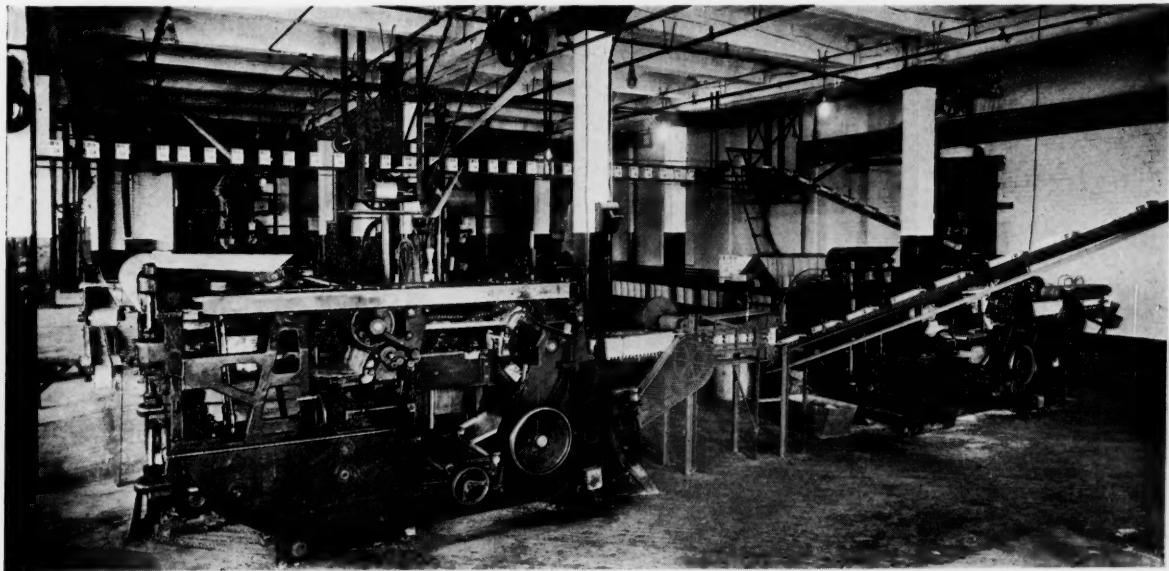
Utilization of Labels

As mentioned before, the color and design of the package have a great deal to do with its being easily remembered. In this connection, the construction of the package is a prime factor in the possibility of producing

an attractive, neat appearing layout. The Hecker H-O Company, Inc., has found that a label wrapped package goes a long way toward giving a product the proper presentation and insuring the contents being delivered in just the condition you desire. The use of labels provides ample opportunity for varied display and design.

Modern packaging machinery economically wraps these labels so that the package impresses the housewife with the sealed satisfaction of the food. We find that a label wrapped package is needed to protect and retain the distinguished and characteristic flavors for which Hecker's H-O foods have long been famous. The tight wrapping qualities of a label ward off those deleterious influences of some grocery stores over which the manufacturer has little control. The equipment we use insures that our customer will enjoy in full the flavor and freshness which have carried our foods through more than 160 years of milling leadership.

The modern housewife has been educated by advertising, cooking schools and experience, to demand the advantages of a label wrapped product. The Hecker H-O Company, Inc., has succeeded by anticipating her wishes and for three generations has provided the advantages of tight wrapped, attractive and readily recognized packages. The ever increas-



A complete packaging unit showing wrapping machines in foreground. Note arrangement of conveyors for carrying finished packages to place where they are packed in shipping case.

ing popularity of New Style H-O, Hecker's Cream-Farina, Presto cake flour, Heckers' Old Homestead pancake flour and Heckers' Buckwheat pancake flour has rendered a verdict in favor of these victorious packages that illustrates the success of careful package design and modern construction.

Packaging Methods

A visit to the Hecker-H-O Co. plant in Buffalo, N. Y., reveals interesting methods with respect to the actual packaging of the products and the handling of it until it is ready for final shipment. There is little need to go into the preparation of the various products prior to packaging but

time. From here the filled carton goes to the top sealing machine and thence to the wrapping and labeling machine.

The labels or wrappers, are of the one piece type and are automatically tight-wrapped around the shell at a speed consistent with that of the packaging unit proper. Die cutting of the wrapper removes any surplus paper and permits all the overlapping edges to be tightly glued. Pressure belt on the wrapping machine makes the seal doubly sure.

The wrapping machine is constructed on the turret principle. It is provided with a magazine holding 2,000 labels. These are automatically fed over a glue roll, where the



These machines automatically seal tops and bottoms of shipping cases and send them direct to floor below for immediate shipment.

suffice it to say that from beginning to end the products are manufactured and packed without being touched by a human hand.

The carton or shell used consists of 24-point chipboard. An operator feeds these to a bottom sealing machine at the rate of from 62 to 82 per minute, an unusual speed, but at the same time attained in this plant with a high degree of efficiency. The empty shells pass to an automatic weighing and filling machine to receive their load of oats, farina, etc., depending upon the particular product going through the unit at the

underside of the label is thoroughly covered with glue. The labels are then picked up by a drum which next brings the label into contact with the shell, the label being held against the shell by grippers as it is carried into the turret. Here the label is automatically folded into place by folding plates on which the tension can be adjusted so that the label will be wrapped onto the shell perfectly tight, without wrinkles. The packages are then automatically carried between two belts that carry them for several feet to allow the folds to set. Then the packages are discharged to a con-

veyor belt which elevates them overhead to a second conveyor belt which carries them to the place where they are packed in shipping cases.

One particular unit which consists of five packaging units in direct line with five wrapping machines is worthy of special note. This not only has an unusual production considering floor space involved but represents the "latest" in packaging machinery. Each wrapping machine discharges to a conveyor, which in turn discharges to a common conveyor carrying the packages to the packing department. It is of interest to note that all conveyors are overhead and out of the way. Also, in this particular department three full automatic shipping container sealers are used to handle the production of the five packaging units. The cases ready for shipment are sent to the floor below by chute.

The Hecker-H-O Co. uses the tight-wrapped package for all of its products, with the exception of bran-wheat and toasted wheat flakes. These are packed in printed cartons utilizing an inner liner and a wax wrapper on the outside. Modern and efficient machinery for handling these products are in use.

It is worthy of note that wherever possible in this plant modern automatic machinery has replaced hand labor, not only making possible great production but resulting in very unusual operating economies.

EQUIPMENT AND SUPPLIES

Carton sealers, weighing and filling machinery: Johnson Automatic Sealer Co., Ltd.

Wrapping machines: Stokes & Smith Company.

Container sealers: Standard Sealing Equipment Corp.

Wax wrappers: Johnson Automatic Sealer Co., Ltd.

Cartons, shipping containers: Robert Gair Co.

Printed cartons: Michigan Carton Co.

Waxed paper: Nashua Gummed &

Coated Paper Co.

Menasha Company Transfers Offices

THE Menasha Printing and Carton Co., Menasha, Wis., has moved into general offices in the Wrigley Building, Chicago, Ill. George Gaylord is president of the company. A club house for the accommodation of women employees has been leased at 1341 North State St.

Keeping Up Sales With a Package

How the Selection and Utilization of the Container for Pabst-ett Has Aided in the Successful Merchandising of that Product — Automatic Methods

Used in Packaging Operations

By W. R. PATTERSON

Manager, Cheese Division, Pabst Corporation

PABST-ETT owes much of its success to the present high development of the art and science of packaging. For, had it been necessary to sell this new food in



Carton for counter display of twelve Pabst-ett fibre cans

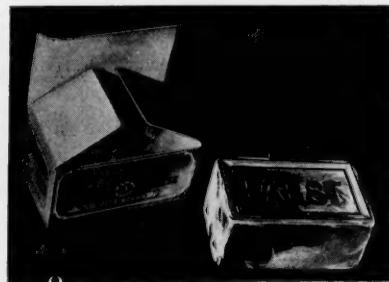
bulk, it would have been a most difficult item for the grocer to handle.

Pabst-ett is not cheese, but more than cheese. It is different in texture, flavor and ingredients and is as digestible as milk. The product is made by the Pabst process which conserves the milk sugar, milk proteins and body-building milk mineral elements lost in cheese-making. It possesses a soft, creamy texture so that it spreads easily on bread or crackers. Its color and flavor is something akin to the American variety

perfectly against air before it was placed in the outer container was first put into use. Several years of experimenting and a large investment were

required to perfect this method of packing.

Because Pabst-ett is not cheese, the first decision in planning a package in which to sell it was to get away from conventional packages such as are ordinarily used for cheese. An attractive round container with heavy, rolled



Half-pound carton and wrapped cheese

edges was selected for the family size Pabst-ett package. This was of light cream color stock, three additional colors—black, red and yellow—being used to show the name, trade mark, etc. The completed job bespoke quality and unquestionably has proved a big factor in keeping up the sale of the product. For if you handle a Pabst-ett package once, you'll more than likely remember it—or at least recall it when you see it again in the store. Even the shape is an identifying factor.

The problem of air-tight sealing of the contents of this round package proved one of the biggest jobs that had to be worked out, and Pabst-ett already had



Group of Pabst cheese products in containers

achieved nation-wide success before this package, and a second package which contains six foil-wrapped portions for individual serving, were finally developed to the point of per-

ing of a spiral wound neckpiece and a spiral wound cover and base. The cover is made of solid manila board, the top disk of which is tinted to conform to the general color scheme of the package. The printing on the can is in three colors (red, blue and yellow) and the bottom one color (blue). The top and bottom discs are sealed to the cover and bottom respectively on a machine that actually molds the board in the presence of heat. Being treated with paraffine under a special process, the cans are made impervious to outside deleterious influences.

fection. The quick success of Pabst-ett, "more than cheese", is recognized as one of the most remarkable achievements of the day in food products distribution. Pabst-ett could not have been the success it is today were it not properly and conveniently packed for the grocer as well as the user.

The machinery used for the packaging of Pabst-ett comes from Switzerland and in operation resembles very closely the operation of a brick press. The first operation is to die cut the foil, which is fed from a continuous reel. This is then compressed into a mould, which is filled with cheese. There are 12 operations in all to this machine, each segment being so perfectly foil-wrapped as to make it practically air-tight. Six segments are placed in a specially prepared fibre can, the cover applied and it is then sent to a labeling machine where the body label is applied. From here it goes to a conveyor and packing table where twelve cans are packed in a display container. The machine and labeler has a capacity of 135 dozen packages per hour.

The fibre can used for packing Pabst-ett is a three part can consist-

ing of a spiral wound neckpiece and a spiral wound cover and base. The cover is made of solid manila board, the top disk of which is tinted to conform to the general color scheme of the package. The printing on the can is in three colors (red, blue and yellow) and the bottom one color (blue). The top and bottom discs are sealed to the cover and bottom respectively on a machine that actually molds the board in the presence of heat. Being treated with paraffine under a special process, the cans are made impervious to outside deleterious influences.

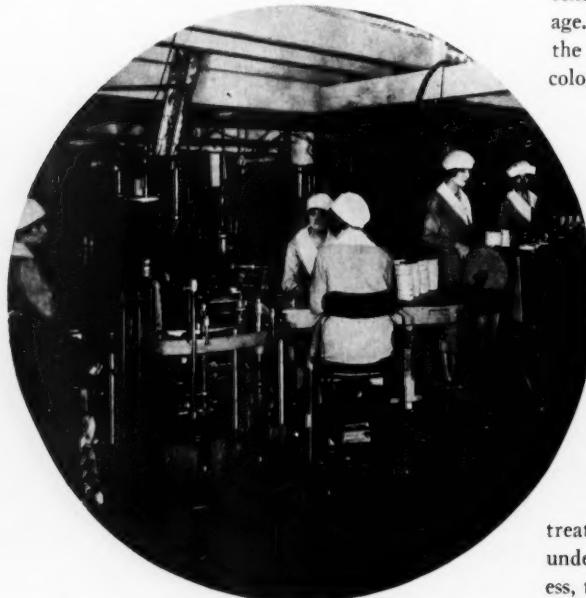
Wherever possible the company has eliminated manual labor, the latest device installed being a full automatic top and bottom sealer for corrugated shipping cases.

MACHINERY AND EQUIPMENT

Filling machinery: Kustner Freres; S. A. Genevire. Fibre cans: Smith-Lewis Fibre Can Corp. Carton former: Peters Machinery Co. Carton folding and closing machine: Peters Machinery Co. Foil: Midland Metal Co.; U. S. Foil Co. Labeling machines: Kustner Freres; Pneumatic Scale Corp. Sealing machines: Standard Sealing & Equipment Corp. Cartons: Menasha Printing & Carton Co. Display containers: Sefton Mfg. Co.; Badger Carton Co.

An Electrical Sealer for Wax?

A READER of MODERN PACKAGING writes: "We manufacture jewelry which, of course, is usually of considerable value, and when shipping by express we use sealing wax. If possible, will you have someone who makes such an article get in touch with us as to the best method of handling the sealing wax end, other than in a gas flame which we now use. We be-



Machinery of Swiss manufacture packaging Pabst-ett

Three machines are used for the packing of Pabst-ett. In each case cans and covers, as well as the cheese itself, are fed from floors above thereby eliminating unnecessary handling.

For packing Pabst Wonder Process Cheese in $\frac{1}{2}$ -lb. cartons, the company utilizes regular die cut carton blanks which are formed on an automatic machine and sent by conveyor to the filling machine. This machine is also of Swiss manufacture and in six distinct operations thoroughly wraps the cheese in foil and inserts it into the carton. The filled carton is then sent by conveyor to a folding and closing machine. The package is then packed in display

Packaging the five-pound cheese bricks



lieve some electrical method could be found."

MODERN PACKAGING invites correspondence from those who know of a device for this purpose.

An Individual Cigar Package

Sanitation, Protection and Convenience Possible Through Use of Shell and Transparent Waxed Paper Wrapper

MANY packages have been suggested for cigars during the last fifty years but because of expense or other reasons few have been accepted, with the result that most cigars are being packaged as they were fifty years ago. It is possible that this fact may be one of the contributing causes for

illustrations. The cigar is banded by hand and placed in the shell which then goes to a machine for the wrapping and sealing in waxed paper.

The claims made for this package are as follows:

It will keep the cigars in a moist fresh condition, for a long period of time and up to the time of smoking.

It will protect the cigar from breakage when carried in the smoker's pocket.

It will enable cigars to be distributed in vending machines to a greater extent.

Mr. Tobacco Beetle will be penned up in one cigar and cannot harm the other cigars in the box or in the showcase.

It will not increase the present cost of putting up cigars.

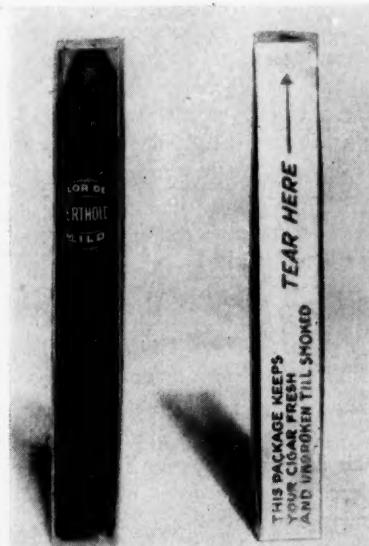
It will afford a new way of marketing cigars.

It will enable the retailers to display the cigars on top of the counter without fear of them drying out and losing any of their natural flavor.

The country store without the humidor will sell cigars that are palatable and good and not dried out and tasteless.

The printed shell when torn from the cigar and discarded by the smoker will be read by thousands of people who see it laying around.

It will enable the cigar manufacturer to put some new life in his advertisements. Little of anything new has appeared in cigar advertisements for years.



This package has many conveniences for the smoker

the slowing up of cigar sales for it is admitted that they do not show an increase although the number of smokers in the country enlarges daily. There are, of course, several reasons for such a situation although it is quite possible that if cigars were put up in a more convenient form for smokers the effect would show in increased sales. Actually one manufacturer stated* that sales of an individually wrapped cigar of a certain brand exceeded those of the same brand unwrapped twenty-five to one.

An individual package for cigars which is being introduced by the Kalamazoo Vegetable Parchment Co. to cigar manufacturers consists of a printed shell or band of clayboard covered with special transparent waxed paper as shown in the accompanying

* Increased Sales for Packaged Cigars; page 40, September, 1927, issue of MODERN PACKAGING.

It will enable the cigar manufacturer to put up his cigars in slack seasons preparatory to taking care of the trade during heavy seasons.

The B. R. Hahn Cigar Mfg. Co., Bay City, Mich., who furnished samples of the Berthold cigar shown in one of the illustrations advise that last July they had some cigars packaged in this manner as a tryout. Recently these were inspected and were found to be in the same condition as when packed.

Tennis Balls in Airtight Packages

SOLE rights in the United States for the use of an airtight can for tennis balls are held by the Pennsylvania Rubber Co. The tennis balls are placed in lithograph cans, three to a container, under pressure so that with the sealing of the can the pressure surrounding them is equal to that contained in the balls themselves. Considering the deterioration of tennis balls which are kept in an ordinary box for any length of time, it will be seen that this method enables them to remain in perfect condition inasmuch as there is no pressure tending to swell the balls or diminish their resiliency.



Method of breaking waxed paper wrapping of cigar package

EDITORIAL COMMENT

Christmas and Packages

CHRISTMAS may well be regarded as the season of packages, if indeed such commodities may be considered as having a high point of distribution. This is the time of the year when young and old participate in the well established custom of exchanging gifts, when the spirit of thoughtfulness and good will prevails. Advances made in the art of packaging continue to manifest themselves and each year shows a trend which can well be compared to the improvements that are apparent in the increasing comforts in our mode of living.

Each year we are offered boxes and wrappings that surpass those of former seasons in beauty, utility and unusualness. Commodities that were regarded as sufficient in themselves are now supplied in containers and coverings that enhance their value to the recipients. At no time is this condition more noticeable than during the Christmas season when friends and relatives feel the urge to outdo themselves in the giving of gifts.

Merchandising Factors in Package Design

FUNDAMENTALLY, a package can be expected to perform two things for the manufacturer whose products it contains. First, it protects the merchandise, and second, aids in the sale or distribution thereof. Each of these functions is subject to elaboration and analysis and includes all of the considerations that can properly be taken into account in a discussion of the general subject of packaging. Both involve production operations although the latter is more directly concerned with what we generally term merchandising.

Considering this merchandising function, it will be found that certain essentials or influencing factors must be given due consideration in the planning of a package if it is to successfully compete with others that appear on the market. Many of these factors have been dealt with separately or collectively in articles that have appeared in this and contemporary publications and further discussion of them should be encouraged for the good of the packaging industry, if it can be so termed.

Generally speaking, and for purposes of study, these essentials can be placed in five groups, namely those which deal with design, distribution, advertising value, utility and accessories.

Design, as it effects the merchantability of a package, must consider shape, size, color scheme, copy, illustrations and typography. Each of these should be determined from the adaptability of the product itself as well as from the viewpoint of the distributor and the consumer. Each has a distinctive place in the selection of the package and deserves careful analysis before a decision is reached.

What markets are to be reached, and how, what is the

appeal of the product and the purpose of the package are questions that can properly classify under the head of distribution considerations.

What is the advertising value of a package? Does it carry of itself a convincing message? Is it such that it can be used to advantage in advertising copy for billboards, newspapers, magazines, etc., and for counter and window displays? The answers to such questions will determine the advertising usefulness of a package.

The utility of a package does not lie entirely in its ability to protect its contents. In design, of course, the package is aimed to do this, but not infrequently an opportunity exists to go further and several ideas are possible which can add appreciably to the merchandising value of a package. Novel features that permit added convenience in the use of the product, designs which can be put to other uses after the contents of the package are gone and other similar ideas can be employed to advantage.

Accessories or elaborations to packages which have a distinct merchandising value, although perhaps are less essential than any of those factors previously mentioned, comprise inserts, combination packages and inner and outer cartons. The advantage of these is to be found in particular instances rather than in general application.

From this brief summary it will be seen that the user or prospective user of packages can do much that will advance the cause of his merchandise through the proper selection of a container. The program of MODERN PACKAGING for the coming year contemplates thorough discussions on all of the topics mentioned herein.

Delineated Container Specifications

ASSUMING that dependable power and other favorable operating conditions are obtainable, maximum efficiency in a packaging machine or device can be secured only when the materials utilized in or with that machine are of sizes and shapes within specified tolerances. This is but another way of stating a principle defined by Frank C. Chase in his article on the relation of container standards to packaging efficiency which appears in this issue. Such a principle is in no way different from that which may apply in any automatic operation that has to do with production, and it is generally conceded that the various branches of packaging—cartoning, labeling, wrapping, sealing, etc.—constitute a production operation which is of as much importance, if not more so in some cases, as the making of the goods which are eventually placed in the package.

Ingredients of food products, components of medicinal compounds, materials in toilet preparations, in fact the elements of any product are carefully tested before acceptance. Adherence to such analytical standards, of course, assures uniformity and quality for the product but the process nevertheless is one of standardization. Just how far the mechanical operations used in the fabrication of any given

product would be effected by a deviation from the quality standards of its ingredients may be open to question but the fact remains that some sort of control is necessary to attain a standard, whether that standard be one of quality or mechanical efficiency.

We are of the opinion that the adoption of carton and other container specifications that are stipulated in blue print form will prove acceptable in every instance to users and manufacturers alike. The purchase of such packaging material of a stipulated size and shape, by sample, involves, generally speaking, an element of risk to buyer and seller which can be overcome by the above simple expedient. The buyer knows definitely what size he is getting or should receive, and this prevents interruptions to the continuation of his work, and the seller is saved the embarrassment of a return of unsatisfactory goods, thereby reducing the possibility of losing further orders.

Mr. Chase in his article has pointed the way—has reproduced actual examples of drawings that may be interpreted or amplified to suit any given set of conditions relating to the purchase of containers.

Saving in Package Sizes

REFERENCE to package size standards or standardized packages have already been made in the columns of MODERN PACKAGING. Such a practice, insofar as it applies to a particular brand of goods made by any individual company, is admitted to have obvious advantages, providing of course that the goods are such as can be contained in packages of a given size and shape. For instance, food products—rice, cereals, dried vegetables and fruits, etc.—have been placed in cartons of the same size, wrapped in the same machines and similarly handled throughout the packaging operations with appreciable savings. The work of filling and the use of a different label are the only changes that need be considered by manufacturers of packaged products.

Of the thirty general groups which comprise those industries or products in which packaging is one of the important factors in production, practically all can standardize on a limited number of sizes that will take care of the greater percentage of output. Naturally such standard sizes will vary for the different groups and it will also be found that exceptions must be made for certain commodities where the relation of packaging cost is high in comparison to the entire production expense. The latter applies particularly in instances where special shapes predominate as the merchandising feature of a package.

Standardization of sizes can create better wrapping, increase production and reduce packaging costs for the manufacturer of merchandise. Fewer sizes of packages enable the retailer to serve his customers better, besides conserving storage and display space. Carton manufacturers, lithographers, machinery makers and others who furnish packaging equipment and supplies are able to quote more reasonably because of orders which call for quantity lots rather than diversified sizes. Size standardization is undeniably an important factor in the elimination of waste as applied to the packaging industry.

The Tents of the Conquerors

WHEN A DRUG STORE was a drug store and the corner grocery had not yet acquired the urge to become a delicatessen shop, there was but slight competition for display space on the counters of those honored establishments. We bought by measure, by weight—a peck of this, an ounce or a pound of that—and we arrived at home with numerous bundles which, when unwrapped, revealed our purchases in their pristine glory.

Curtain: And today what a different picture is presented! Every available inch of space that can possibly be used for display purposes is drafted in stores of every sort. Counters of all conceivable shapes and sizes do double duty and no effort is spared to display such goods as will appeal to customers. Furthermore, there is no limit to the competition of individual items—one may obtain a dozen or more brands of the same or a similar article. The difference, however, is to be found in the outward and visible sign—the package.

There has been created, in effect, by means of the package, a two-fold competition for the manufacturer of packaged goods. First, there is what may properly be termed consumer competition; that is, the preference of the purchaser for a particular brand, induced, if you will, by the quality of the goods plus the convenience and attractiveness of the package or container. Secondly, we refer to those qualities—and they are likewise competitive—in packages which secure preferment in display space from the dealer. He is the judge who decides which packages shall occupy the preferred positions on shelves and counters.

Established and familiar products have the advantage of prestige and of quality as well as the confidence of old customers but new buyers must be cultivated and the old interest maintained. The package, which represents the van guard of sales for most of the retail merchandise purchased today, must measure up to the dealer's demands if it is to be counted among those which receive spot light attention in counter or shelf display. Paraphrasing an expression commonly used by a politician we once knew, the ineffectual package has as much chance of occupying a favorable display position as a bow-legged girl in her home town. The tents of the conquerors are those packages which measure up to standards of quality, colorfulness, attractiveness and convenience.

Merry Christmas

AT THE MOMENT of going to press we feel that our task of closing up this issue would indeed be incomplete if we failed to extend to our readers the best wishes of the Staff of MODERN PACKAGING for Christmas, 1927. Advocating as we do, the use of more and better packages, it would seem that some device or embellishment could be obtained which would be an improvement on that perennial greeting "Merry Christmas". But our vocabulary, extensive as it is, yields nothing which is more adequate or expressive. So we say with sincerity and the spirit of the season:

MERRY CHRISTMAS

Packaging Principles Applied to Books

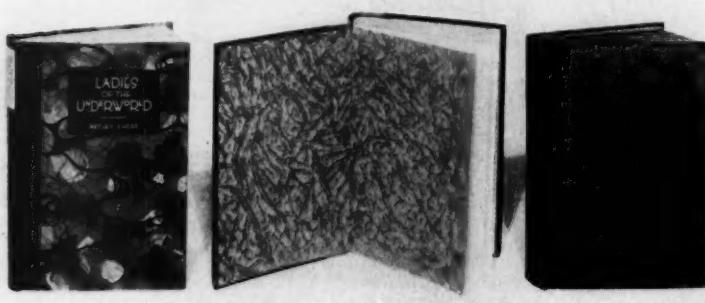
Unusual Covers in Binding Compel Attention and Reflect or Indicate Contents — Use of Papers Offers Wide Range for Selection

By A. M. WILLCOX
Whiting-Patterson Co., Inc.

THE acceptance of the need to make attractive any merchandise in a competitive market has been disregarded by the publishing trade. Mass production, keen competition, and merchandising expense have spelled the

ing more, is a retained possession to fill an empty space in the bookshelf.

This appeal to the woman buyer is coming to be, if not already, recognized by the editors. A large percentage of retail store buyers, while



A flare of intriguing color—reds, green, blue, yellow and a blask web—is used on the volume shown at the left, suggestive of the title. A mottled effect in various shades of blue graces the inside covers of the middle book. "In Such a Night" is the title of the book shown at the right, the cover paper being of irregular cerise blocks (indistinct in the reproduction) on a grey background interspersed with black splashes

doom of book craftsmanship. Levant bindings, gold edgings, and fine paper stocks have been confined to limited or DeLuxe editions or special printings.

A new medium of book dressing is rapidly gaining acceptance. When the builder of books works with fancy papers for coverings, and sheets and jackets, the selection is without end and the effectiveness obtainable is limited only by the artistry and ingenuity of the individual designer.

We revert for a moment to the packaging of commodities outside of the book trade. What has brought about in the last years the universal demand for attractive goods? The feminine buyer. A box of stationery, chocolates, perfumery, anything that will have prominence in the home for a few days should be decorative as well as utilitarian. No commodity is as imperishable as a book. Few indeed are the books relegated to the waste basket after one reading. A book, if for noth-

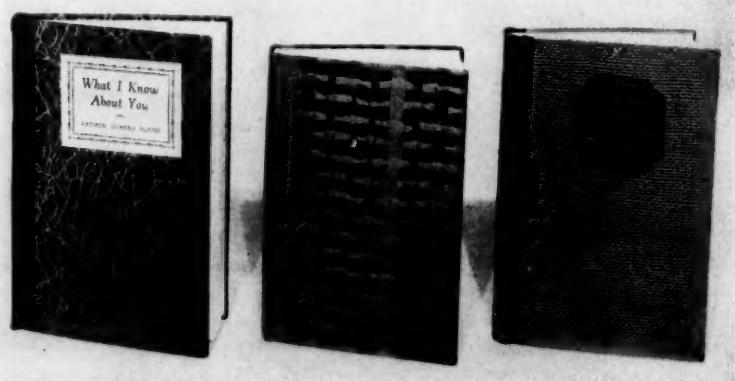
the majority of ultimate buyers, are women. To them falls the task of selecting the reading matter for the family, while their comparatively greater amount of leisure gives them more time for reading.

For some time I was connected with the second largest book store in New England. In this particular store some little time was given to the sales records of certain books not written by recognized authors. A customer's handling of books on the counters and tables was noted. Conversations between salespeople and customers were reviewed at the end of the day when amusing experiences were always exchanged.

Mrs. Tompkins manipulates her corpulence through the rotating door. "Do you have this new book of verse? I've forgotten the name but I saw it at Mrs. Herbert's bridge yesterday afternoon. It has a blue and gold cover, you must know the one I mean." The salesperson hopefully, "The author?" "I can't seem to recall." Less hopefully, "You don't remember the publisher by any chance, do you Mrs. Tompkins?" It would certainly be chance if she did. Continued repetition of the description of the binding sends the clerk to the head of the department, who in due time produces the desired volume. Mrs. Tompkins may or may not buy the book, but our point is proved. This could be practically a verbatim conversation to countless that I have overheard. The customer has remembered the binding when more important facts made no lasting impression.

In the book store the customer is encouraged to "browse". Signs are frequently displayed inviting the general public to come in, if only to look around. Handling fine books incites

(Continued on page 38)



A black background serves to set out a silver tracery shown on the cover of the book at the left. Another book (center) by Arthur Somers Roche, "Come to My House", makes use of iridescent stripes in green, orange, blue and silver. As described in the text, the volume of Chinese philosophy shown at the right offers a superb example of embossed binding of this kind

Wrappings for Hosiery

Transparent Coverings Permit Full View of Boxed Stockings on Counter or Shelf Display and Also Protect Goods from Shop Wear

SOME wag has remarked that but ordinarily without even them stockings are at their best when on display, while another facetiously says, "What's in a stocking". Such trivialities are of little concern to the

Later, following a demand for an individual package and also realizing that the idea opened possibilities for display, the retailer was persuaded to adopt plain or decorated boxes containing one up to six pairs of stockings. The boxes could be marked with the name of the



Colored wrapping, printed and transparent, for boxed hosiery

retailer of hosiery unless it be that an indefinite stimulant is given to sales through a frequent mention of a product or article. It will be recalled that the quips and jests relative to "tin lizzies" were said to have originated within the Ford organization as an indirect means of encouraging sales.

Until comparatively recently, little or no attempt was made to merchandise stockings other than in a manner characteristic of that used for most wearing apparel. Stockings reached the retailer in boxes of half a dozen or more and practically no attempt was made to place them on display in such boxes. They were piled on shelves or counters, sometimes in boxes

maker or the retailer and displayed in windows or on counters with unpackaged hosiery they gave a decided impression of quality. Such packages carried a distinctive gift appeal.

More recently another advance has been made in the packaging of hosiery. This consists of a cellophane wrapping placed about the stockings which not only protects the goods but enhances their appearance. Being transparent, the wrapping permits a complete view of the stockings when displayed and this material has the added advantage of materially reducing shop wear

which, according to actual figures amounts annually to a substantial sum. Wrappings can be obtained in white or various colors, depending on the goods that are to be shown. Designs such as trade marks, the name of the maker or other appropriate devices can be placed on the cellophane direct or applied to labels attached to the goods themselves. In case of the latter, the transparency of the wrapper permits full vision of the maker's or retailer's message.

Advocate Standard Coffee Cans

AMONG the resolutions passed at the annual convention of the National Coffee Roasters Association was the following as applied to coffee cans:



Transparency and lack of shop wear in this wrapping

"Inasmuch as the majority of so-called tall one-pound round coffee cans now in use so closely approximate four and one-quarter inches in diameter by six inches in height, and as the elimination of the many existing slight differences in measurements is highly desirable in order to permit the future standardization of shipping containers—

"Resolved, that the association adopt a standard one-pound tall coffee can, either all tin, all fiber, or part fiber and

part tin, measuring precisely four and one-quarter inches in diameter by six inches in height, outside over all dimensions—

"That the Committee on Standardization and Simplification be authorized to continue its survey in an effort to standardize the so-called one-pound squat can.

"The conference recommends that the Committee on Standardization be authorized to continue its efforts on the standardization of shipping containers for the one-pound coffee package."

Utilizing the Package Insert

WHAT the manufacturer can accomplish with advertising that goes direct to customers—in the form of the package insert—is well set forth in an article, "The Versatility of the Package Insert," by C. B. Larrabee, in the Nov. 10 issue of *Printers' Ink*. Mr. Larrabee states that the package insert, unlike most other forms of advertising, goes only to customers. It therefore reaches people who are favorably disposed toward the product and, if the product is good, should be favorably disposed toward the entire line.

The article outlines a number of important tasks that the package can be made to perform. Although, as Mr. Larrabee says, a single insert may not accomplish all of these, it is a meager insert that does not do at least two or three of them. They are as follows:

Directions for use of the product.

Suggestions for wider use or new uses.

Advertising other products made by the manufacturer. Introducing new products.

The guarantee of a product.

To call attention to patented or unusual features.

Re-advertising the product to the consumer. Supplementing the national advertising.

Securing names of prospective buyers.

Making offers of samples, booklets, etc.

To get testimonials.

To help display the product.

To describe ingredients or manufacture.

Boxes for Rare Books

EIGHT different styles of boxes or cases that are available for the protection of rare books have been announced by R. R. Donnelley & Sons Co., Chicago. The following descriptions of these cases appeared in a recent issue of *The Publishers' Weekly*.

The simplest of all cases for the protection of a book is a slide case made with a cloth cover and a paper cover. These are suitable either for books in leather binding or in cloth but books which have a firm back so they can be taken between thumb and finger and brought out easily. The same type of box but supplied with a ribbon permits the book being pulled out for examination with less strain on the binding.

There are two kinds of cloth box cases into which the book, pamphlet or volume in parts can be laid. This type of box gives complete all-around protection to the book and permits it to be lifted out with all possible care. One has a round back, making it appear on the shelves like any bound volume. The other is similar but has a square back. The fifth of the group is made deep and is used especially for old books in parts, such as early works of Dickens or Thackeray.

Another case provides for the preservation of a very small book, the case being larger than the volume, so it can be placed among 12mo or octavo books. Sometimes this is especially desirable in order to keep small books from being mislaid or in order to keep them with other volumes by the same author which are of larger size. This box is made in full morocco and tooled on the back like the bound volume.

Then there are two types of pull-off slip cases, of which the division of one is longitudinal and the other latitudinal. These are not usually used for thick volumes but give a complete protection and the books or parts can be easily lifted out.

Offices and Factory Combine

CUNDALL, Powell & Mosher, Inc., and Hoepner Automatic Scale Co., announce the removal of general offices to 1400 West Ave., Buffalo, N. Y. The main offices will be combined with the factory.

PACKAGING PRINCIPLES APPLIED TO BOOKS

(Continued from page 36)

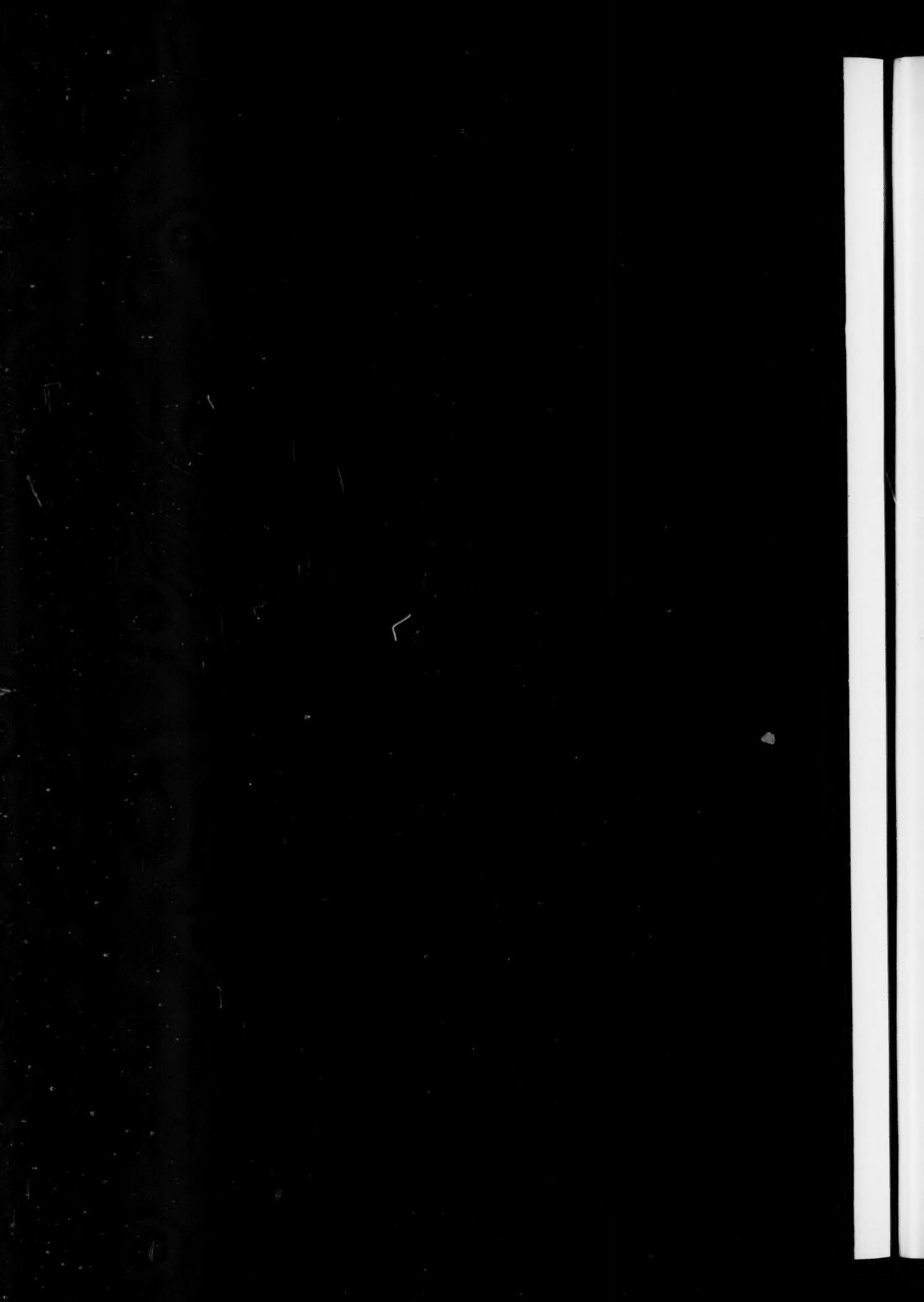
the desire for possession. "Browsing", to repeat a term common to the trade, is a vague business taking anywhere from five minutes to half a day. Browsers, their ways and manners in their native habitat, were also studied with the view of displaying the most tempting morsels on the prominent counters. Here again enters the factor of attractiveness. A beautiful or vividly bound book will be selected for examination. If the reading matter is good, a sale is made.

In brief, the value of such attractiveness to the publisher lies in the fact that a store in order to sell must place as many books as possible on their counters and display space.

The accompanying illustrations show the book in new raiment. The evolution of fancy paper as an element in book making is past the experimental stage. The books shown are not gift editions, nor are they small books of poetry selling for two dollars and containing merely fifty to a hundred pages. They are full length novels by prominent authors which by reason of such prominence would be bound to sell in large quantities, regardless of bindings. They are published by houses long recognized as leaders in the book trade. These books will be left on end tables, given prominent place in book racks in the home because they are attractive and colorful—advertising themselves, where common binding is obscurity.

One of the finest examples of artistic book dressing is a recent volume of Chinese philosophy. The cover paper is a deeply embossed burlap gold. The title is printed in black and gold on a Chinese red background. No label is used, the effect is gained by stamping and printing direct to the paper. "Ladies of the Underworld" is cleverly clothed in a paper strongly suggestive of the subject matter.

Pre-publication announcements have been developed, using a French fold of the paper to be used as the actual book covering, and give a tantalizing glimpse of the work to come. Nothing lends itself more effectively to the use of odd coverings than books.



CRYSTALINE

THIS STYLE FOR ANY GRANULAR PRODUCT OF FREE FLOWING NATURE SUCH AS SALT SUGAR SOAP POWDER ETC.

POURING SPOUTS FORMED OF THE FLAPS

THIS STYLE FOR BULKIER FLAKY MATERIALS SUCH AS BREAKFAST FOODS SOAP LAKES ETC.

Patent Applied For

"The Super Sales Wrapper"

A NEW DEVICE WHICH HAS BEEN THROUGH THE EXPERIMENTAL STATE BEFORE IT IS PRESENTED TO THE CONVENIENCE OF THE HOUSEWIFE AND AN ADDED ADVANTAGE FOR THE PRODUCT ON WHICH IT IS USED

TON USER

WORKS PERFECTLY ON ALL STANDARD MAKES OF FILLING MACHINES WITHOUT ADJUSTMENT

THE RICHARDSON COMPANY
Lockland, Cincinnati, O.
MAKERS OF FOLDING CARTONS

Note the high transparency and excellent printing qualities
FOR YOUR CONVENIENCE *Sealing and Labeling*
The bright lustrous finish of CRYSTALINE attracts purchasers
Its flexible surface is treated to repel grease and moisture

MODERN PACKAGING
The many advantages of CRYSTALINE command it to your
11 Park Place, New York City
favorable consideration

Please enter my subscription to Modern Packaging for—

1 year—\$2.00 **1 - Highly Transparent**
 Send Bill **2 - Lustrous Finish**
3 - Flexible and Strong
4 - Moistureproof
5 - Greaseproof

Name Position
 Company
 Address City State

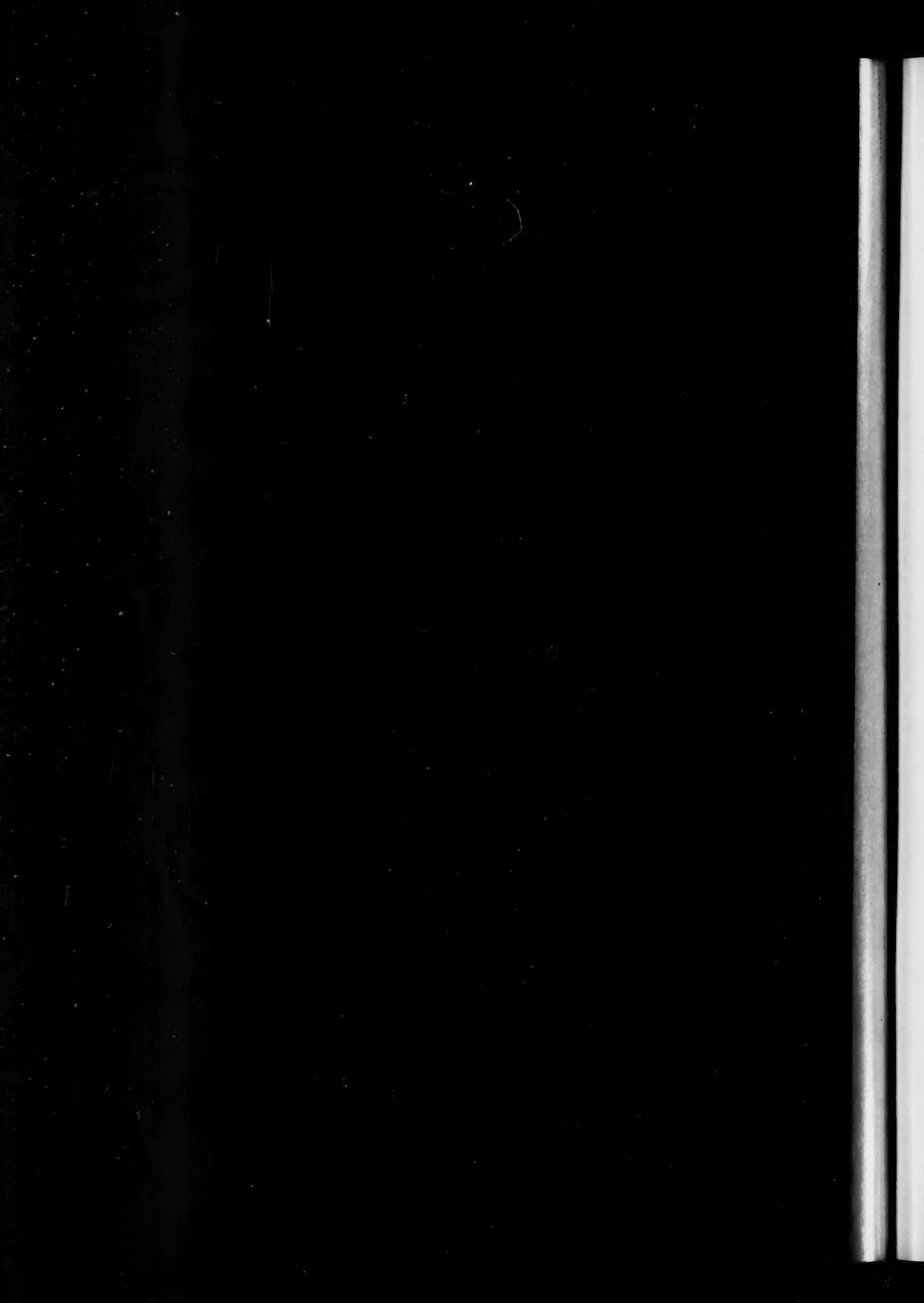
for
6 - Chemically pure *ypes of*
7 - Works on bag and carton *and* **chisel work**
ope machines
8 - Prints well in colors or *furnished*
metallic inks

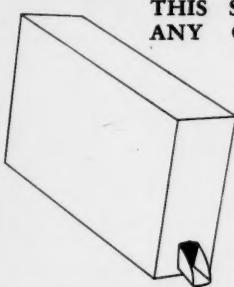
Distributed by the leading paper dealers throughout the country
The F. G. FINDLEY CO.
Send for sample sheets and price lists for your salesmen

Subscribers ordering a change of address are requested to
 notify us at least two weeks prior to the date of the issue
 with which it is to take effect.

CRYSTALINE COMPANY, INC. *MANUFACTURERS* **WISCONSIN**

303 LAFAYETTE STREET, NEW YORK, N.Y.





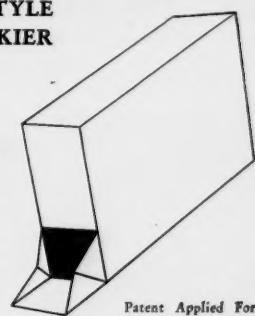
Patent Applied For

THIS STYLE FOR ANY GRANULAR PRODUCT OF FREE FLOWING NATURE SUCH AS SALT SUGAR SOAP POWDER ETC.

**POURING
SPOUTS
FORMED OF
THE FLAPS**

A NEW DEVICE WHICH HAS BEEN
THROUGH

THE EXPERIMENTAL STATE BEFORE IT IS PRESENTED TO THE CARTON USER



Patent Applied For

THIS STYLE FOR BULKIER FLAKY MATERIALS SUCH AS BREAKFAST FOODS SOAP FLAKES ETC.

WORKS PERFECTLY ON ALL STANDARD MAKES OF FILLING MACHINES WITHOUT ADJUSTMENT

A CONVENIENCE TO THE HOUSEWIFE AND AN ADDED ADVANTAGE FOR THE PRODUCT ON WHICH IT IS USED

THE RICHARDSON COMPANY
Lockland, Cincinnati, O.
MAKERS OF FOLDING CARTONS

FOR YOUR CONVENIENCE

MODERN PACKAGING

11 Park Place, New York City

Please enter my subscription to Modern Packaging for—

1 year—\$2.00

3 years—\$5.00

Send Bill

Check attached

Name Position

Company

Address City State

Subscribers ordering a change of address are requested to notify us at least two weeks prior to the date of the issue with which it is to take effect.

**Sealing and Labeling
GLUES**

for
all types of
machine and hand work

Prices and Samples gladly furnished



The F.G. FINDLEY CO.

Adhesive Manufacturers

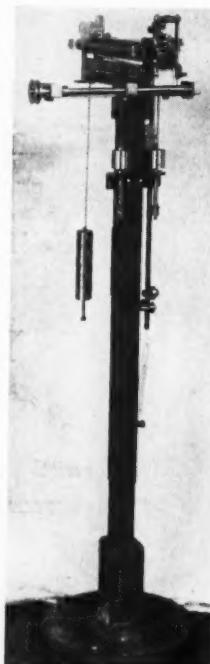
MILWAUKEE WISCONSIN

MACHINERY AND EQUIPMENT

An Automatic Coupon Feeder

PLACING a coupon or other illustrative matter in a package to tell the consumer more about the product or making this coupon carry an effective message about the other good things which the company manufactures, has produced excellent results. This means of selling millions who already appreciate the qualities of a particular brand of products which they are using or other products or recent additions to a line is very effective.

This method of advertising becomes more interesting with the knowledge that there is available a device for speedily and automatically inserting coupons into each and every carton. This coupon feeder is designed to work in harmony with the Johnson automatic weighing machine but can be arranged to operate with other types of carton packaging equipment. The coupons are held in a reservoir, where they are placed by an operator, which has a capacity of about one hour's run at a speed of sixty per minute. The feeder is so arranged that the supply of coupons may be replenished in the reservoir without stopping the feeding of the coupons. The coupons can be dropped into the package before the material goes into the carton, or after, as the customer desires. Specifications relative to this coupon feeder unit, which is one of the attachments comprising



Automatic coupon feeder

the line of automatic packaging machines manufactured by the Johnson Automatic Sealer Co., Battle Creek, Mich., are as follows:

Capacity—speed depends upon the speed of the machine to which this device is connected; floor space—15 in. x 15 in.; sizes handled—3 in. x 5 in. maximum; horse power—equipped with $\frac{1}{6}$ h.p.; it requires about ten minutes to adjust from one size to another; weight crated, 250 lbs.; shipping measurements—48 in. long x 24 in. wide x 24 in. high.

Pressure Compound Machines

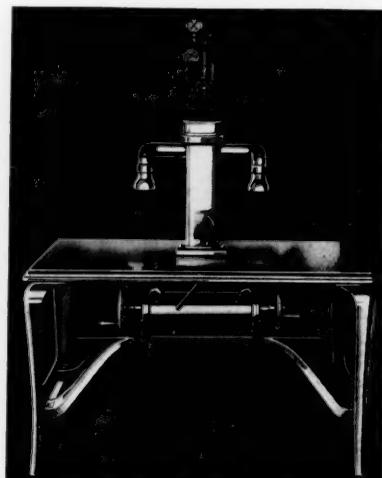
THE new "Fee" methods of processing, weighing and packaging lard and compounds are the elimination of air as a means of obtaining color, a uniform and superior color and texture at all times regardless of the color of oil and a homogenous mass, free from lumps, streaks, vase-liney centers and granular particles. The entire line of Fee machines is constructed throughout of aluminum, the exposed parts being highly polished. Each of the machines have but five moving parts, with no springs, delicate mechanisms or adjustments to be watched or changed.

The low pressure units offer a means of filling which takes care of all the elements of weight, completely independent of any timing device or uneven flow or pressure of the product. These units allow for the continuous flow of material, which flow operates and regulates the speed of the machine and accurate weight is obtained by the application of a given air pressure behind a plunger which controls the volume and the density of the product.

The development of the high pressure was to take care of compounds in which the elements are of a different specific gravity or solidifying temperature and are inclined to separate when passed through a pipe. The Fee process offers a means of subjecting the material to a high pressure and

passing same through a small orifice. The opening of this orifice is automatically regulated by the pressure of the material itself and there explodes the material into the material at atmospheric pressure travelling in opposite direction, allowing intimate mix or homogenous mass and then expels it into a container of any desired size with absolute accuracy. The tolerance of this device is guaranteed to be accurate to $1/24$ of an ounce while delivering at the speed of 15,000 lbs. per hour or less.

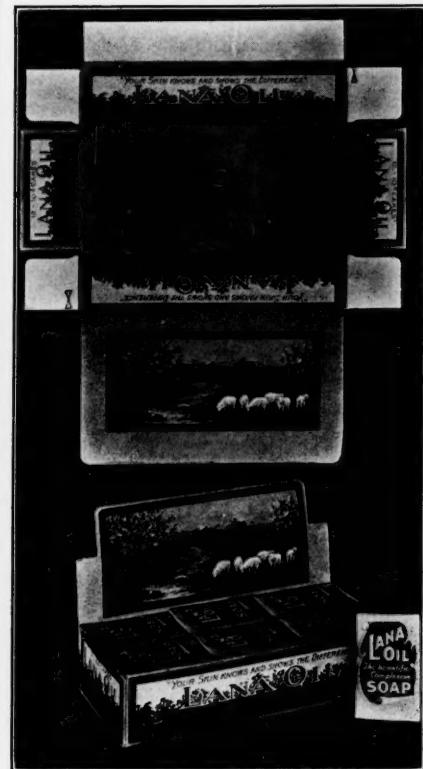
By the Fee method the compounder is enabled to entirely eliminate the introduction of free air and the beating of his product which adds greatly to the keeping qualities, as air introduced into the material sets up an iron oxide which forms a rancidity which causes the material to separate into a vaseiney mass. Regardless of oils used which change from time to time, and are naturally of different colors, the com-



High pressure compound machine

pounder is able through the adjustment of the orifice on the Fee machine to give his product a standard color and texture at all times with the minimum of air in his product.

The Fee machines are manufactured by the American Machine & Foundry Co., Brooklyn, N. Y. The accompanying illustration shows a high pressure compound machine.



“Brightwood” Three-Process Boxes

- (1) Printed or Lithographed
- (2) Cut and Creased
- (3) Machine Formed.

Are Selling Goods

They are simpler and stronger than other counter displays—therefore they are *more efficient*.

They require less material and labor—therefore they are *more economical*.

There is no string to this proposition. Any first class carton maker can supply the flat blanks. We sell the machine—*outright*—which automatically feeds and sets up the packages where and when wanted.

Many of these machines have been in successful operation for 25 years.

Send for certified operating and maintenance costs.

National Packaging Machinery Co.
181 Green Street, Jamaica Plain, Boston, Mass.

Genuine Vegetable Parchment and Waxed Papers

for wrapping foods and the lining of food packages and cartons are in such general use today that argument in their favor is superlative.

CAUTION

Merely be sure that you use *Genuine Vegetable Parchment* and there *is* a way for you to be sure. Our research and testing departments are at your service and at no expense to you.

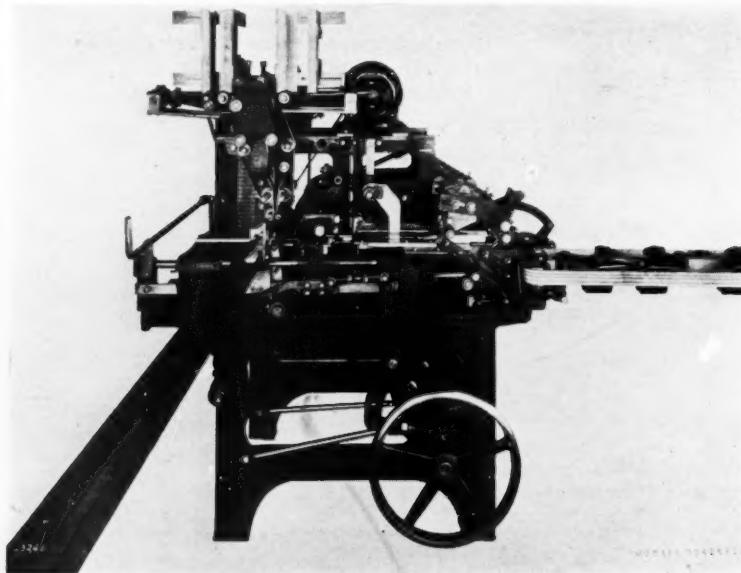
Kalamazoo Vegetable Parchment Company
Kalamazoo, Michigan, U. S. A.

Wrapping Machine with Sheet or Roll Feed

THE accompanying illustration shows a machine arranged to wrap soap or other small rectangular objects at high operating speed with one or two wrappers and to gum the end folds. The maximum speed depends upon the shape and size of the piece to be wrapped. The inner and outer

is fed from a roll of the proper width and cut by the machine to the required length.

When a plain paper, glassine paper or other material that can be satisfactorily gummed is used, a gumming device is provided for endfolds; also for longitudinal seam when required. When waxed paper is used, electric heaters are furnished for sealing the endfolds and longitudinal seam. The



High speed wrapping machine for soap

wrappers are fed from stacks of cut sheets placed in magazines on the machine. The machine is provided with a gumming device for end folds; also for longitudinal seam when required.

Soap can be fed direct from the soap press, to the belt feed conveyor on the machine; this arrangement being necessary at high operating speeds. The wrapped pieces are discharged in a manner so that the end folds are held firmly in place until the gum sets. The wrapping is performed entirely on the outside of the frame where the various wrapping operations may be readily observed and in the case of defective work the cause may be quickly detected and remedied. By means of the adjustments provided and the use of interchangeable parts more than one size can be wrapped.

The article to be wrapped is fed into the machine on a belt conveyor and the wrapped piece is discharged on to a belt or through a stacker as will best suit the requirements where installed.

The wrapping is performed entirely on the outside of the frame of the machine where the various wrapping operations may be readily observed and in the case of defective work the cause may be quickly detected and remedied. By means of the adjustments provided and the use of interchangeable parts more than one size can be wrapped.

The machine, known as Model S, is manufactured by Ferguson & Haas, Inc., 515 Greenwich St., New York City.

Central Paper Co. Acquires Gummed Tape

THE Central Paper Co., of Menasha, Wis., manufacturers of paper specialties, has taken over from the Liberty Paper Co., Bellows Falls, Vt., the exclusive rights and the going busi-

ness in connection with the famous "Tiedy Tape." This specialty comprises a 250-ft. roll of gummed tape used in Liberty Junior moisteners.

"Tiedy Tape" is made in standard sizes, $\frac{3}{4}$ -in., 1-in., $1\frac{1}{2}$ -in. and 2-in. widths, packed in handy cardboard boxes. The tape can be furnished in the regular brown kraft or in red, blue, green, yellow, black and white. The Central Paper Co. will henceforth be the only source of supply for the genuine "Tiedy Tape."

New Paper Can Developed

THE Smith-Lewis Fibre Can Corporation, Lowville, N. Y., who have for the past year made special cans for the packaging of Pabst-ett, Nukraft and Phe-net, have developed a new idea in packaging. This product is a paper can the body of which is convolutely wound in a paraffine bath. The bottoms may be either paper or tin. The paper bottom is sealed to the body in patented machines, which securely lock the bottom to the side walls of the can by means of a moulding operation in the presence of heat and not the crimping or spinning method usually employed.

The body of the can is of four-ply pure white sulphite board. This gives a china-white background, and the paraffin imparts a high-gloss finish. The printing is done before the can is formed, thus permitting the use of high class printing equipment, and intricate designs in many colors may be used producing most artistic effects. The company is prepared to furnish these cans with various types of tops such as friction plug, screw top, sifter top and various other modifications.

Many claims are made for this can which is adaptable to most dry and moist products such as teas, coffees, powdered chemicals, dried fruits, nuts, candies, shredded cocoanut, tobacco products, etc. The can is manufactured under ideal factory conditions and of the most sanitary materials. Paraffin is the only adhesive used and only the purest white paper manufactured from clear, pure spruce pulp is used. Through the utilization of this can it is possible to have all the beauty and utility of a lithographed tin can at a considerable saving in cost.

This machine comes equipped also for roll feed of wrapping material. The wrappers may be plain paper, glassine paper, waxed paper, foil or other suitable materials. The wrapper

WEIGHS AUTOMATICALLY

Gives a Printed Record of the Weight

This device, the "Weightoprint," will give you automatically a *printed* record of the weight of any part or container as it passes over the scale on a conveyor. It prints the weight on tape, stickers, boxes, labels, tickets—in single or duplicate.

Eliminates Possibility of Errors

All possibility of errors is eliminated for the "Weightoprint" is automatic. There is no guesswork, no careless readings, no forgetting. You get your report of the weight of each part or lot in individual weights with sub-totals, and grand totals. The record is indisputable.

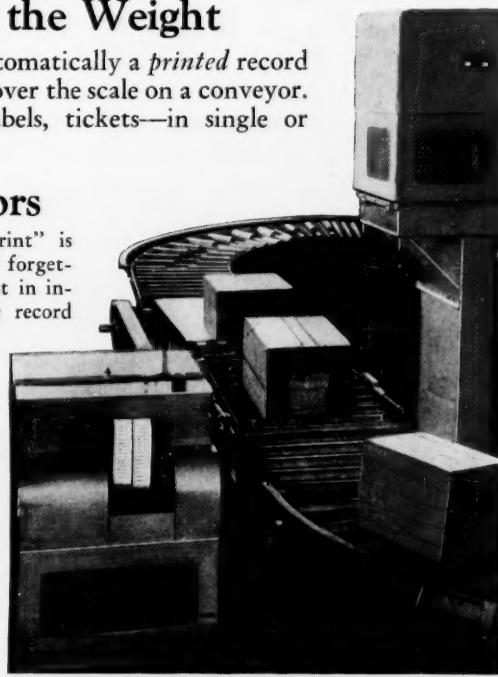
The "Weightoprint" comes in capacities of from three grains to one hundred tons. Can be installed on any conveying system.

Send for Details

Write us today for particulars of this weighing device. See what a remarkable time-saver it is. Stop your weighing losses. Eliminate errors. The "Weightoprint" will do it. Get complete information now. No obligations.

MERRICK SCALE MFG. CO.

182 Autumn St. Passaic, New Jersey



SAFEGUARD YOUR SHIPMENTS

with
Fibre-Seal

A PURE VEGETABLE GLUE

For sealing your fibre or corrugated paper shipping containers use *Fibre-Seal*

Fibre-Seal is manufactured in powdered form, 300 pounds to a barrel, enough to make 125 gallons of liquid glue.

This shows a direct saving in freight charges on the same quantity of liquid glue, plus freight on heavy iron drums, as well as freight on return of empty drums.



Mixer

SPECIAL

With order for first barrel, for your convenience, we furnish, *without charge*, a four-gallon mixer with agitator, and also a measuring bucket, as per picture.

Price, 7c Pound, F. O. B. St. Louis

IT'S EASY TO SEAL WITH FIBRE-SEAL.

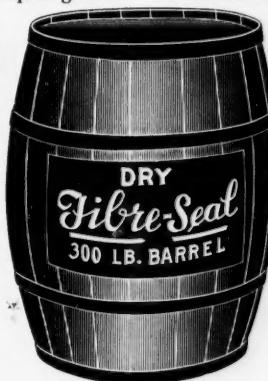
CONSUMERS GLUE CO.

Fibre-Seal, being purely vegetable, is in no way injurious to the human skin, or to wearing apparel.

There is no crystallization. Every drop of *Fibre-Seal* can be used—hence, NO WASTE.

DIRECTIONS ARE SIMPLE

1. Use VERY HOT water.
2. Take 2½ gallons of hot water, at or near boiling point, to which add 6 lbs. (measuring bucketful) of dry *Fibre-Seal* powder.
3. Pour water in mixer first.
4. Add the powder gradually, stirring constantly, usually from five to seven minutes. This will produce a well-bodied, easy-flowing glue with strong adhesive power.
5. Work glue COLD.



Measuring Bucket

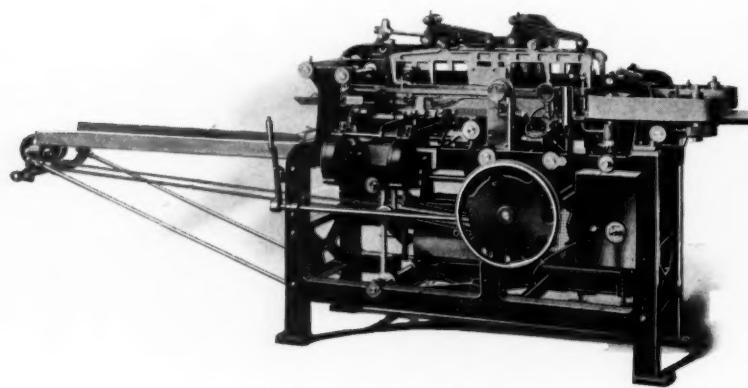
ST. LOUIS, MO.

Heat Sealer for Cartons

A HEAT sealer, known as Type A F-5 and shown in an accompanying illustration, has recently been installed in the plant of the Bristol-Myers Co., at Hillside, N. J. This machine wraps 6½ oz. cartons of Sal Heistica in waxed paper, sealing the

and laborious manner, and the results have not always been all that could be desired from the standpoint of neatness, uniformity, and most important, security of sealing.

This portable carton sealer remedies all these defects, and in addition is extremely simple in construction and operation. It is ready for instant use



Heat sealer that wraps from 65 to 70 packages per minute

seams by heat. It is equipped with automatic paper feed control which allows the paper to feed into the machine only when a package is in place to be wrapped. The electric heaters which seal the seams are governed by thermostats to keep the hot plates at a constant temperature, so that when once regulated, the packages are all sealed uniformly.

Special precautions have been taken to prevent the burning of any packages in case the machine is stopped for any reason or other and great care has been taken to prevent undue accumulation of wax. The machine is equipped with a special feeding device to fit in with the factory layout. Its speed is 65 to 70 wrapped packages per minute. The machine is manufactured by the Package Machinery Co., Springfield, Mass.

Portable Carton Sealer

THE Triangle Packaging Co., Chicago have recently developed a portable carton sealer that, it is claimed, is filling a long felt want of the manufacturer whose output is a variety of products in cartons of varying sizes. This class of sealing has heretofore been done by hand in a slow

at the turn of the switch, and even an inexperienced girl operator, can produce with the aid of the machine, four times as many sealed cartons as can be done by hand.

The machine is readily moved about and may be used for sealing miscellaneous lots of cartons in any part of the plant. Instead of bringing the work to the machine the sealer is brought to the work. This is a feature so outstanding that bunching of orders in different departments is readily accomplished. In addition the machine is equipped with a drying device for the smaller cartons, such as spice, Epsom salts, tea, flavoring extracts, etc.

The machine is priced so low that even the smaller manufacturers will find it a most practical investment. It

will pay for itself in a very short time in increased production and reduced labor costs that are ordinarily chargeable to packaging expense.

Gerrard Co., Inc., Formed

A N important development last month was the formation of a new corporation, The Gerrard Co., Inc., to take over the interests of the Ti-It Machines Co. and the Gerrard Wire Tying Machines Co.

A. J. Gerrard is president of the new company. E. A. W. Murray, formerly president of the Ti-It Machines Co., is vice-president and western manager, having entire charge of all operations west of the Rocky Mountains, with headquarters at San Francisco. T. J. King, formerly vice-president and general manager of the Gerrard Wire Tying Machines Co., becomes vice-president and eastern manager of The Gerrard Co., Inc., and will conduct all operations east of the Rockies from headquarters at Chicago.

This change brings together the two largest and most prominent manufacturers and distributors of wire tying machines and tie wire. The new company, with the combined resources and experience of the two organizations,



Portable automatic carton sealer

should be able greatly to extend its field of usefulness in the economical preparation of commodities for safe transportation.

ESTABLISHED 1889

INCORPORATED 1895



"EXPERIENCE IS A GREAT TEACHER"

More "Nationally Advertised" products are labelled and sealed with MIKAH GLUE than with any other brand, because they are

EFFICIENT and ECONOMICAL

Products — scientifically built — with a factor of safety to compensate for variations in temperature, stock, speed and size.

OUR MOTTO IS: "Quality and Quantity Production; Elimination of Waste."

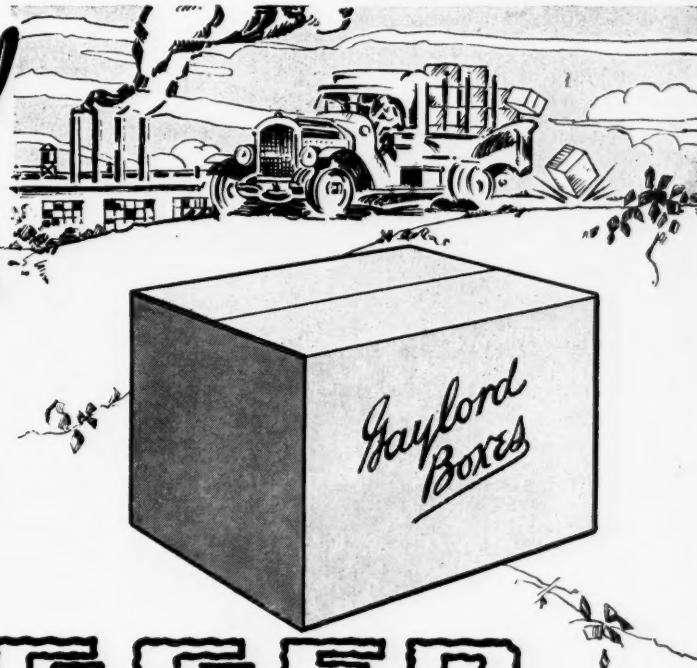
NATIONAL GUM & MICA CO.

Home Offices — 820 Greenwich St., New York, N. Y.

Factories—Dunellen, N. J.—Chicago, Ill.—Boston, Mass.—Toronto, Can.

Warehouses and Offices in all principal cities.

Demand!
Containers
that are
STRONG
and
RUGGED



ROBERT GAYLORD, INC.
GENERAL OFFICES

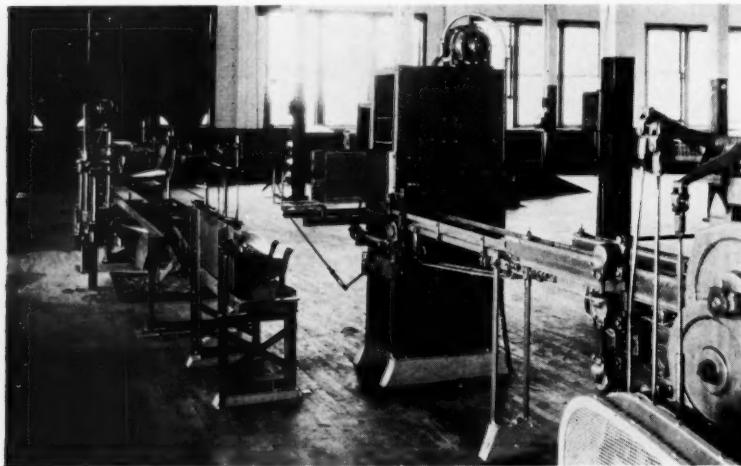
SAINT LOUIS

New Automatic Casing Machine

THE J. L. FERGUSON CO., Joliet, Ill., has just announced a high speed automatic casing machine. This device is designed to pack both round and square or oblong packages

charge device is simple and positive. Another outstanding feature of the Ferguson casing unit is the fact that either cans or packages are placed into containers without being marred or mutilated.

The Ferguson casing machines are



Automatic casing machine and equipment

into paper shipping cases. It is entirely automatic in operation and will fill the important gap between the Ferguson automatic container sealing machines and such equipment as round can labeling machines, carton sealing and weighing machines, tight or wax wrapping machines, etc., where labor heretofore has been necessary and has added to packing costs.

The Ferguson automatic casing machine should be an important link in every packer's chain of high-speed packing equipment. One unit will handle up to 200 or more pieces per minute. The only labor necessary is to form the paper containers and place them over the outlet of the machine. This operation is such as can easily be accomplished with female labor. The operator also has ample time to inspect cans or packages or they travel along the conveyor to the machine. The feed conveyor is at right angles to the outlets so that it is possible to readily remove defective cans or packages.

With each plunging operation a complete tier is packed into the container. When filled, the case is automatically discharged, with all bottom flaps folded, on to a conveyor leading to the Ferguson automatic container sealing machine. The automatic dis-

built in two models—single and double outlet—and therefore they are just as practical for slower speed lines as for the high speed ones. Also either right or left hand machines can be furnished, making them fit into almost any layout.

The Ferguson company did not offer these machines to the general trade until they were completely developed, tested, and proven. For several months three of the largest packers have had machines in use, one operating on two-pound cans of syrup, another on square packages of corn flakes. The other is one of the largest producers of packaged salt who have successfully used the machines on paper cans and square packages.

A New Stapling Wire

A NEWLY developed stapling wire, known as "Hybar," which claims a saving of 30 per cent. of present wiring costs, is manufactured by the Chicago Steel & Wire Co., 103rd St. and Torrence Ave., Chicago.

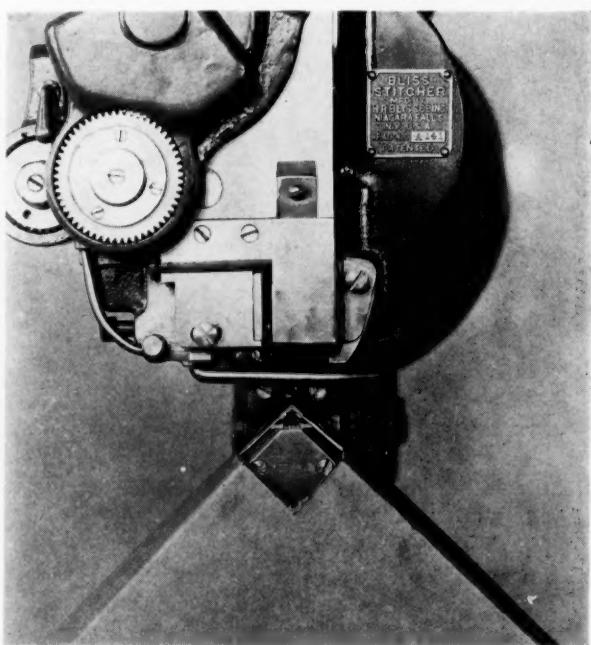
The sizes are said to have all the strength, holding power and puncturing power of the old sizes and 65 per cent. more staples to the pound.

New Corner Stay Stitcher

A NEW corner stay machine has been specially designed by the H. R. Bliss Co., Inc., Niagara Falls, N. Y., for stitching the corners of covers of cracker caddies and set up boxes. One operator can easily stitch the corners of from 20 to 25 covers per minute.

The accompanying illustration shows the staple properly formed and clinched into the corner of the cover.

The Bliss corner stay machine is said to be the only machine that actually clinches the staple into the board thus insuring a tight and strong corner.



Stay stitcher showing clinched staple shaped into corner of cover

It is stated that this machine will positively draw together tightly the spread that often occurs between the flanges of the cover when the corner is formed.

TIN FOIL

MODERN TIN FOIL
MANUFACTURE

Makes

MODERN CHEESE
PACKAGING

Possible

MODERN MIDLAND FOIL

Makes Beautiful Packages
and Is a Highly Protective Wrapper
for
Chewing Gum — Candy — Cigars —
Cigarettes and All Kinds of
Food Products.

An Aristocratic Decoration
for
Ginger Ale — Grape Juice and
Other Beverages

FOR BEAUTY and UTILITY

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Adhesives for Modern Packaging

REG. U. S. PAT. OFF.

For Labeling

We manufacture special glues for hand work and for every make of labeling machine on the market. Let us know what kinds of containers you label and we will send samples of glues exactly suited for your requirements.

For Wrapping

Whether your cartons are wrapped by hand or machine we can furnish a special glue that will do your work better and save you money. Arabol adhesives are recommended by nearly all manufacturers of wrapping machines.

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We make a specialty of glues and gums for sealing cartons and shipping cases. Tell us what kind of equipment you use or whether your sealing is done by hand and we will supply the right adhesive for your particular work.

The Arabol Mfg. Co.

*Largest Manufacturers in the World
of Adhesives for All Purposes*

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*Warehouses and Offices at Boston, Philadelphia,
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Packing Superintendents like Kimpak *because-*

It is a quality packing material.
It is white, soft, clean, easy to handle.

It is consistent in thickness and texture.
It exceeds postal requirements as absorbent wadding.
It absorbs 16 times its own weight in moisture.
It is highly resilient.
It is neat and attractive.
It is economical—no waste.

KIMPAK is ideal for packing tablets, capsules, ampoules, various pharmaceuticals, cosmetics, bottled goods, scientific instruments, fragile and highly polished articles, large and small.

The experience of one of our service men may assist in improving your present putup. Fill in coupon TODAY for trial sample FREE.

Kimpak

REG. U.S. PAT. OFF. REG. IN CANADA

Crepe Wadding

*In rolls, sheets, or pads to suit
your requirements.*

— USE COUPON FOR YOUR FREE SAMPLE —

(MP-12-27)

KIMBERLY-CLARK CO., Mfrs., Neenah, Wis.
Address nearest Sales Office— 208 S. LaSalle St., Chicago
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We accept your Name
offer to send sample of KIMPAK Address
to test out under actual conditions. By
We are interested in Rolls Sheets Pads

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This customer merely wanted more speed

—but we gave him a saving as well!

A LEADING cigarette manufacturer recently asked us if we could increase the speed of his glassine wrapping machines. We not only increased their speed from 70 to 90 packages per minute, but went even further, and introduced improvements which dispensed with the attendant formerly required for each machine. A very material saving.

We accomplished this by equipping the machine with a conveyor belt, so that the packages are now fed to the machine automatically. Next, we designed an automatic paper-feed stop. This device shuts off the paper-feed the moment there is any let-up in the supply of packages being conveyed to the machine, and starts it up again when some more packages arrive. Thus, the machine has been made completely automatic. All that is

needed is a girl to pack the finished product in the cartons.

This is just one instance in which an improvement in wrapping machinery has resulted in unexpected economies.

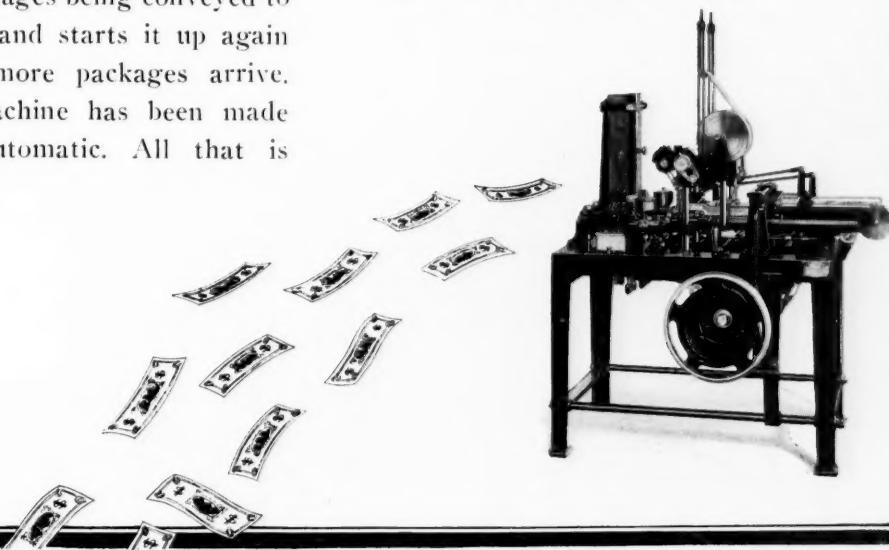
Isn't it possible, that with our long experience and specific knowledge, we could effect economies in your wrapping department which you would not naturally foresee? We will be glad to go into this subject with you. If we can save you money, the time will be well spent—for both of us. Write to our nearest office.

PACKAGE MACHINERY CO.

Springfield, Massachusetts

NEW YORK: 30 Church St. CHICAGO: 111 W. Washington St.

Let our nearest office be of service to you



50 A NEW IDEA IN PACKAGING



THE sales growth of *Pabst-ett* has been one of the most phenomenal merchandising achievements of recent years. . . . Containers for *Pabst-ett* must be moisture-tight, uniform, strong, sanitary, inexpensive, good-looking and produced in enormous volume. Our patents, facilities and organization enable us to meet these requirements with Saniseals, and we have been making carloads of Saniseals for *Pabst-ett* for a considerable period of time.

Saniseals are made under ideal sanitary conditions from fresh, clean, new, spruce fibre-board. This is incomparably better to hold food products than ordi-

nary board made from unsanitary waste papers. Saniseals have a patented moulded (not crimped) bottom closure, and tin or fibre-board tops of various types. There are two kinds of Saniseals. The spiral wound are not printed, but may be labeled. Convolute wound Saniseals are printed when in flat sheet form, in any number or combination of colors, no labels being needed.

Saniseals are practical for many types of products —at a great saving. To any company interested in better and more economical packages, we will gladly send samples and full information about Saniseals.

SMITH-LEWIS FIBRE CAN CORP., LOWVILLE, N. Y.

SANI  **SEAL**
Sanitary fibre containers for liquid, moist or dry products

